

Alphabet International press release

Alphabet expands into Irish market

- **Alphabet International and Irish customers now have access to full operational leasing products and services in the developing Irish market**
- **Companies can now benefit from the cooperation between Alphabet and one of the leading local fleet management providers Denis Mahony (Contract Rentals) T/A Avis Fleet Solutions**
- **The collaboration marks Alphabet's latest move to optimally serve its internationally active clients and meet their mobility needs**

MUNICH/03/04/2018 – Alphabet International has extended its offering in the fleet services domain to 21 countries, with the addition of Ireland to its list of markets across Europe, Australia and China. This is via a cooperation agreement with Denis Mahony (Contract Rentals) T/A Avis Fleet Solutions – Irelands most experienced Leasing Company. Local small and medium businesses as well as international corporations with offices in Ireland can now benefit from Alphabet's leading portfolio of (full) operational leasing and financial leasing products.

This is great news for companies with business activities in Ireland, since they can now rely on Alphabet's complete range of innovative Business Mobility solutions. These include personal leasing, short-term car hire, full operational leasing, and sales and leaseback as a financed product. Depending on their unique transport needs, businesses here can also access Alphabet's range of add-on mobility products and services, including fuel cards, replacement vehicles, roadside assistance and legal insurance. Alphabet cooperates with Avis Fleet Solutions, to seamlessly roll out its offering in the exciting local market. Both companies confirm that Ireland has a lot of potential for their businesses.

Avis Fleet Solutions is the 3rd largest leasing company in Ireland and a member of the Denis Mahony Motor Group. The innovative company, founded in 1966, is well-known as a leasing and fleet expert with a personal customer-focused approach.

Rüdiger Ebel, Head of New Markets at Alphabet International, says, 'Entering into a partnership with Avis Fleet Solutions to bring Alphabet's products into the Irish market is the next logical step for our business. We already offer outstanding mobility solutions to many companies throughout continental Europe and in Great Britain, so crossing over to Ireland really makes sense for our company and for our international customers. We look forward to collaborating with Avis Fleet Solutions, a company with an excellent track record and strong following in Ireland, to offer our clients excellent service and expertise in the mobility industry'.



'Our clients appreciate our integrity, openness and expertise in the leasing industry. With Alphabet, we gain a successful partner and mobility expert that shares these business values', says John Young, Sales Manager at Avis Fleet Solutions. 'Our company is becoming more and more international and, by working together with a reputable company like Alphabet, we are confident to fully satisfy our client's evolving needs.'

Both Alphabet and Avis Fleet Solutions are enthusiastic about their new symbiotic relationship to which Alphabet contributes its deep know-how and Avis Fleet Solution its local reputation.

About Alphabet

Alphabet is a leading provider of Business Mobility in Europe, Australia and China. As such, it enables companies to manage their corporate mobility in an economical and sustainable way. Founded in 1997 as a division of BMW Group, Alphabet has extensive knowledge of international fleet management and leasing. Its comprehensive portfolio includes consulting and funding as well as smart management products and services for company fleets. Alphabet's Business Mobility solutions are tailor-made to meet specific corporate requirements. Today, Alphabet manages a portfolio of over 680,000 leased cars and light commercial vehicles of all makes and is ranked fourth in the market worldwide. Alphabet also pioneers the creation of Advanced Mobility Solutions: AlphaElectric offers companies a holistic approach to eMobility, AlphaCity is the efficient Corporate CarSharing option, the mobility app for smartphones, AlphaGuide, makes life easier for its users and AlphaFlex, the individual, flexible mobility solution, gives employees choices and companies full cost control. Alphabet has its headquarters in Munich, Germany and is now represented in 21 countries. For more information, please visit www.alphabet.com.

About Denis Mahony (Contract Rentals) T/A Avis Fleet Solutions

Avis Fleet Solutions is one of Ireland's leading leasing and fleet management providers. Established in 1966 as part of the family owned Denis Mahony Motor Group, Avis Fleet Solutions has built up extensive knowledge and expertise in the provision of leasing and fleet management solutions. The business is renowned for its personal customer approach providing customised solutions for businesses of all sizes. Avis Fleet Solutions is at the forefront of industry innovations and technology that assist in ensuring that customer expectations are exceeded. Avis Fleet Solutions is Ireland's 3rd largest leasing company managing a portfolio of approximately 2,200 leased passenger and light commercial vehicles. Avis Fleet Solutions have a workforce of over twenty people based in their offices in Dublin, Ireland. For more information, please visit www.avisfleetsolutions.ie.

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