

## Alphabet Belgium Press Release

### Alphabet opts for VAB as Assistance Partner

**Aartselaar, 31 October 2019 - VAB will become the new roadside assistance partner of leasing company Alphabet. This new agreement will take effect from December 2019.**

In its new cooperation with VAB Alphabet is further optimising breakdown assistance for its drivers. For example, the number of countries in which coverage is offered is being expanded further, and the service for bicycles is also being upgraded. Cyclists can now enjoy VIP service throughout the Benelux, with a maximum waiting time of 30 minutes.

By working with Alphabet, VAB is further consolidating its position as market leader in the B2B segment. Geert Markey, CEO Manager at VAB, explains: *"Both VAB and Alphabet decided to combine their mutual passion for customer satisfaction to make an important moment of truth, so a breakdown on the road, as pleasant as possible for drivers. We are already looking forward to fruitful and long-term cooperation with Alphabet."*

The switch to a new partner does not have any implications for drivers of an Alphabet car. More specifically, they can still contact the same numbers in case of a breakdown on the road.



*Erik Swerts, CEO of Alphabet Belgium, and Geert Markey, CEO of VAB, signing the new contract.*



## **About Alphabet**

As one of the market leaders in European corporate mobility, Alphabet helps companies manage their fleet in an efficient and sustainable manner. Alphabet was founded in 1997 as a division of BMW Group and has since acquired extensive knowledge in the field of international fleet management and operational leasing. The extensive services it offers include consulting as well as financing. Alphabet's corporate mobility solutions are tailor-made to ensure they satisfy companies' specific requirements.

With a portfolio of over 680,000 vehicles of all makes in 29 countries, the company is one of the four leading players on the market. In Belgium, Alphabet currently manages over 52,000 vehicles, placing it in the top three.

Its expertise and technology enable Alphabet to play a leading role in Advanced Mobility Solutions: AlphaElectric offers businesses extensive eMobility solutions, AlphaCity provides a cost-saving Corporate Car Sharing arrangement and AlphaFlex allows companies to integrate a mobility budget. Our convenient AlphaGuide app is an ideal tool for all our drivers while on the road.

More information can be found at [www.alphabet.com](http://www.alphabet.com).

## **Contact**

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