

## Alphabet Belgium - Press Release

### Kris Holvoet becomes new COO of Alphabet Belgium

**Aartselaar, 26 September 2017 - Following the recent appointment of Erik Swerts as CEO of Alphabet Belgium, Kris Holvoet, Manager Sales Planning & Steering, has been appointed the new Chief Operating Officer (COO) for Alphabet Belgium as of 1 October 2017.**

Kris Holvoet began his automotive career 26 years ago at Honda Europe as a Pricing Analyst, growing to become Business Unit Manager Parts and a member of the General Management team.

In 2009 he started at ING Car Lease, now Alphabet Belgium. In his role as Manager Operations he bore responsibility for Service, Insurance and Remarketing. In 2009 he became Country Manager of Luxembourg where he achieved a growth in sales volume. This past March, he changed roles, becoming Manager Sales Planning and Steering. As of 1 October 2017, Kris will assume the position of Chief Operating Officer (COO).



Kris Holvoet says: "By always putting the customer first in our thoughts and actions, Alphabet ensures excellent service as well as a source of inspiration for innovative, customer-oriented solutions to meet current and future challenges concerning mobility. Together with my team, I intend to meet the challenge of further extending our premium service in a continuously changing environment due to environmental goals, tax measures, digitisation and technological developments."

#### **About Alphabet**

As one of the market leaders in corporate mobility in Europe, 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 comprehensive service it offers includes advice as well as financing. Alphabet's corporate mobility solutions are tailor-made to ensure that they satisfy companies' specific requirements.



With a portfolio of 650,000 vehicles of all makes in 19 countries, it is one of the four major players on the market. In Belgium, Alphabet currently manages 50,000 vehicles, good for a place 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.

More information is available at: [www.alphabet.be](http://www.alphabet.be).

**Contact**

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