

Alphabet Belgium - Press Release

Shortlist Lease Car of the Year 2018

12 nominees in the running

Aartselaar, 23 February 2018 - Alphabet, together with a panel of experts, is going in search of the lease car of the year. For Alphabet Belgium, this contest offers the perfect opportunity to share expertise, visions for the future and advice with its customers and the sector.

This is already the 26th edition of the Lease Car of the Year competition. The jury, consisting of members of the press, customers and internal specialists of Alphabet, took its first decision yesterday with the selection of the 12 nominees.

The 12 cars nominated for 2018 are:

<p>ECONOMY</p> <ul style="list-style-type: none">• Ford Fiesta• Suzuki Swift• Volkswagen Polo	<p>BUSINESS</p> <ul style="list-style-type: none">• Citroën C4-Cactus• Nissan Leaf• Skoda Karoq
<p>BUSINESS+</p> <ul style="list-style-type: none">• BMW X2• Opel Grandland X• Volvo XC40	<p>EXECUTIVE</p> <ul style="list-style-type: none">• Audi A7 Sportback• BMW X3• Volvo XC60

Objective criteria, such as TCO and Benefit in Kind (BIK), were critically examined during desk research. On 23 March, the nominated cars will also be subjected to an in-depth practical test. Alphabet customers can also cast a vote for their own favourite, further to which the feedback from this important target group will be included in the final tally.

In addition to the Lease Car of the Year there will also be a “best in class” chosen per category. The winning cars will be announced during an award night attended by more than 300 experts and prominent figures in the sector, with the awards ceremony taking place on Thursday 26 April.

Marc Vandenberg, Sales & Marketing Director at Alphabet Belgium, is the Chairman of the Jury. “At Alphabet, we closely monitor the latest trends and technological developments. Our mission is to always provide our customers with the best and soundest advice on sustainable mobility management. The Lease Car of the Year competition is the perfect embodiment of this approach.”

Jury 2018:



Clients	Journalists	Internal specialists Alphabet Belgium
<ul style="list-style-type: none"> - Veronique De Bosscher, HR Payroll & Fleet Manager, Nipro Europe Companies NV - Sandra Eemans, Fleet Officer, Mediahuis NV - Jean-Louis Roppe, Head of Indirect Procurement, Air Liquide Belge SA - Johan van Belleghem, CFO Belgium, Ipsos NV 	<ul style="list-style-type: none"> - Kevin Kersemans, Eindredacteur AutoGids - Damien Malvetti, Editorial Manager Link2fleet - Steven Schoefs, Chief Editor Fleet Europe - Kristof Winckelmans, Editor Fleet 	<ul style="list-style-type: none"> - Bob De Meyer, Manager Remarketing & Contractmanagement - Anja Geril, Manager Sales Planning & Steering - Olivier Opsomer, Manager New Accounts - Joke Vincx, Manager Operational Services



*From left to right:
 Standing: Kristof Winckelmans, Kevin Kersemans, Marc Vandenbergh, Anja Geril, Bob De Meyer, Olivier Opsomer, Steven Schoefs
 Seated: Damien Malvetti, Joke Vincx, Sandra Eemans, Veronique De Bosscher, Johan Van Belleghem
 Not in the picture: Jean-Louis Roppe*



About Lease Car of the Year

The Lease Car of the Year competition is the ideal occasion for Alphabet to share its expertise with vehicle fleet managers in the areas of TCO, sustainability and trend-watching. During the initiative, vehicles put on the Belgian market between 1 February of the previous year and 31 January of the current year are assessed according to their potential for corporate vehicle fleets. A jury of experts, consisting of customers, members of the press and internal specialists, determines the nominees in three steps. The desk research in turn looks at objective criteria such as TCO, safety & quality, emissions and BIK. In a second phase, the cars are subjected to a practical test. Finally, the third part of the points is determined by Alphabet's customers, who also cast a vote for their favourite car.

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 over 680,000 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. Our handy application AlphaGuides offers Alphabet drivers almost unlimited mobility.

More information is available at: www.alphabet.be.

Contact

For further information, please contact: Kirsten Major, Press relations, Alphabet Belgium on 03 459 59 74, Kirsten.major@alphabet.be .