



AlphaElectric

Your complete eMobility solution

Alphabet

The era of electric is here

As the world becomes increasingly awake to the realities of climate change and the need for a greener tomorrow, many industries, companies and customers are seeking to reduce their carbon footprint.

One way for businesses to achieve this is by employing an electric fleet, which can significantly lower CO2 emissions and contribute to better air quality for all.

There are now more reasons than ever to choose electric vehicles (EVs). Not only has the technology evolved at an astounding rate, but there's a greater selection than ever before.

With government initiatives designed to cut the up-front costs, and compelling sustainability benefits, it's not a question of "if" you'll go electric, but rather "when".

The age of electric is here, it's now. And at Alphabet, thanks to years of experience in the sector, we're expertly placed to help you make your transition.

So read on – you'll be amazed at what's possible.

Studies estimate that by 2050, every second car in the world could be electric. This would reduce global CO2 emissions by a staggering **1.5 gigatonnes** each year.

Source: Nature Sustainability



Global sales of EVs are expected to reach **31.1 million** by 2030.

Source: Deloitte

The number of EVs sold around the world increased by **43%** in 2020.

Source: Ev-volumes

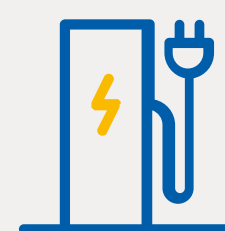


Even more choice than you expect

Most people are pretty familiar with EVs, but although they're called electric, not all of them rely purely on electricity.

In fact, there are a range of hybrid technologies available, each with varying degrees of dependence on battery power, and a broad variety of range capability.

So, you're bound to find exactly what you need.



There are five types of electric vehicle:

1. Full-battery electric vehicle (BEV)
2. Extended range electric vehicle (E-REV)
3. Mild hybrid, in which the internal combustion engine is always assisted by an electric motor
4. Full hybrid, which can drive on electric power for short distances before the internal combustion engine starts
5. Plug-in hybrid, in which the battery can be recharged from mains electricity, extending the range possible under battery power



70% of UK employees want their companies to offer them EVs

Source: Go Ultra Low

63% of employees say they'd choose an EV if it was an option

Source: Go Ultra Low

Not as expensive as you think

You may know that businesses and their employees can save on Corporation Tax, National Insurance, maintenance and fuelling. But there's more. The Government has also made several recent announcements to well and truly usher in the age of electric – making this the best time to switch.

There are three things to consider:

1. Zero benefit-in-kind tax on plug-ins
2. The ban on sales of new petrol and diesel cars from 2030
3. The ban on sales of all new non-EV cars from 2035

The benefit-in-kind tax rate reduction for EVs could save an employee **£19,000** over three years if they chose an electric Peugeot 208 over a 1.2l petrol model.

Source: Whatcar



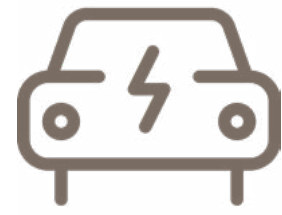
Introducing AlphaElectric

As one of the world's largest business mobility providers, we've seen first-hand that many businesses are interested in electrifying their fleets – but can be put off by not knowing where to start, or by fears around cost and complexity. This is where our AlphaElectric eMobility solution comes in.



From your initial, no-commitment suitability consultation, we'll help you decide if EVs are right in your fleet. And if it's clear they are, we have the proven know-how to support you across every stage of the journey, from picking the best EV models to fully-supporting your drivers.

- So if it's time to go electric, it's time to partner with AlphaElectric.
- Comprehensive consultations and support from our eMobility experts
- Complete solution with everything you need for efficient electrification
- Wide range of electric vehicles and plug-in hybrids to choose from
- Attractive funding solutions for your electric fleet
- Full support, with implementation of charging infrastructure



10 reasons to add EVs

1. Lower operating costs

Using electricity to charge a battery costs far less than the equivalent in petrol or diesel. Over the course of a year, this can run into savings of hundreds or even thousands of pounds.

2. Fewer maintenance issues

With fewer mechanical parts, maintenance is far easier. Great from a cost perspective, and it also means the vehicle is on the road more – supporting your drivers, fleet and business.

3. Improved sustainability

Cleaner air. Healthier cities. Better world. Zero emissions aren't just about cost, compliance or targets – they're about a sustainable future for everyone.

4. Tax incentives and grants

From zero road tax to benefit-in-kind incentives, to OLEV grants for installing chargers in employees' homes and workplaces – going electric is increasingly the most cost-effective choice.

5. Local electric-friendly zones and parking

Whether it's congestion zones or free parking for electric vehicles, cities are increasingly passing local rules to make EVs the easiest option.

6. Future-proof your fleet

With government legislation only going in one direction, not adding EVs soon risks leaving your fleet expensive, outdated, and unsustainable.

7. Bolster your brand image

Sustainability is of increasing importance to the general public. Going electric shows you're a forward-thinking company that shares their concerns and values.

8. Attract and retain employees

From offering free workplace charging to installing home chargers. Adding EVs lets you offer progressive benefits to employees – helping you hire and retain the best talent.

9. Wide range of competitively-priced vehicles

Vehicle manufacturers are investing heavily in EVs. This means, there's now a large range of great-looking, well-designed and practical vehicles out there – whether your fleet needs a sports car or delivery van.

10. Maturing charging infrastructure

Journey range used to be a real weakness of EVs, but with better batteries and an extensive (and ever-growing) charging network, there are now very few places an EV can't go with confidence.

From Analysis to Zero-emissions

AlphaElectric is your complete end-to-end eMobility solution. It's a three-stage service which can be customised to your company's needs, budget and infrastructure. It can also be adapted, whether you're at the beginning of your electrification journey, or have already made progress.

We've been helping all kinds of fleets go electric since 2014, offering the personalised support and expertise companies need to overcome challenges and maximise eMobility opportunities. Whatever your situation, we can make AlphaElectric work for your fleet.



Overview of our services

We're the **UK's biggest** Electric Vehicle fleet provider, so we have a huge range of EVs for you to choose from.

1. Consultation

Helping you see what's right for your business

Your first step begins with an individual consultation with our eMobility experts. They'll take the time to really understand your business; identify key challenges or goals, such as CO2 or cost targets, and conduct a thorough assessment to establish if and what type of electric vehicles would best suit your fleet. There's no commitment to go any further – and if they don't think EVs are right for you, they'll tell you.

2: Implementation

Supporting you in electrifying your fleet

Push the button to start. Once an agreed strategy is in place, our experts will begin turning eMobility into a reality for your company. This includes ordering, installing and maintaining charging stations – whether at the workplace, in the homes of your employees, or taking full advantage of ever-improving public infrastructure.

3: Daily Operations

Giving you and your drivers friction-free mobility

A future-ready fleet deserves a smarter kind of management. Our experts will continuously support you and your company in ensuring the smooth running of your fleet. From advanced reporting services to flexible CarSharing solutions, we'll do everything needed to maximise efficiency, minimise expenses, support driver satisfaction, and help you hit your targets – however demanding they are.

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Consultation

We believe in knowing where you're going before you set off. Our comprehensive and tailored evaluation plan means you can have confidence in your eMobility strategy – and identify potential issues before they become major obstacles.



Fleet analysis

A fresh perspective on your fleet. By taking the time to truly understand your business, your fleet and your drivers – and using data such as driving statistics to analyse real behaviour – we'll develop a clear picture of your usage patterns and driving profiles. On this basis, we'll provide clear decision criteria for every vehicle – so you can make objective decisions about whether that vehicle should be electrified or not.

Electrification strategy

A roadmap towards your targets. By working with you to define and clarify your company's goals and reasons for electrifying, we can help you put in place a comprehensive strategy that incorporates focused planning and concrete, measurable objectives for your business. These could be minimising CO2 emissions, optimising costs or achieving cost parity with a petrol fleet.

In the UK, we helped **over 50** existing customers with their EV strategy in 2020, and delivered **73% more** EVs/PHEVs to customers than we did throughout the whole of 2019.

International eCar policy

The smooth implementation of electric will mean revising your car policy. That's why our international eCar policy package provides all the documents and framework you need to get your EVs on the road.

In the UK, it's fully adapted to local requirements and includes an eGuide that you can simply integrate into your existing car policy. It also includes a template which provides suggestions on best-practice related to car selection (including precise calculations of employees' total mobility costs), as well as practical suggestions on selecting and managing the right charging approach for your company.

TCO consulting

Electrifying your fleet presents a significant opportunity to reduce your vehicles' Total Cost of Ownership (TCO). Our TCO consulting service takes into consideration all the known factors which have an impact on fleet costs, including acquisition costs, servicing, maintaining and repairing (SMR), insurance, tyre management, fuel and energy management and charging infrastructure.

We also take into account local, UK-wide and European (if applicable) regulations and incentives. And with the regulatory landscape evolving all the time, we'll include informed predictions about what is likely to be introduced in the short- to medium-term, in order to improve the accuracy of the comparison.

While this service is focused on ownership costs, we'll never lose sight of your fleet's primary focus – to provide the mobility your business needs to drive it forward. This is why your TCO strategy will be closely aligned with your wider electrification strategy, helping advise on your optimal fleet composition to make everything as efficient and cost-effective as possible.

Charging strategy

The right charging infrastructure is critical to successfully electrifying your fleet. We'll leverage our expertise and extensive networks to help you develop a strategy for investing in the best choices for your business.

By working with our preferred charging partner, we'll provide recommendations on home, workplace and on-the-go charging, piecing together the different parts of the jigsaw to ensure your drivers always get where they need to get, without costing your business more than is necessary.

02

Implementation

While nothing beats the excitement of seeing that first EV arrive, you need to make sure you have your all-important charging infrastructure in place before then.

Planning. Charging. Driving.

Together with our chosen partners for home, workplace and public charging, we take care of everything – from ordering, to installing, to maintaining. By leveraging our expertise and extensive network, we'll smoothly put in place the chargers you need to get (and keep) your electric vehicles on the move.

Home charging

We can provide cost-effective wall boxes for all staff with a suitable home, so they can leave every morning with a fully-charged EV ready for wherever the working day takes them.

We'll analyse and clearly indicate all costs and considerations for your business. And we'll support you on everything – from delivery and maintenance of the charging stations, to regular inspections, to what to do when an employee leaves the company or moves to another location.

Workplace charging

By assessing your structural installation conditions, we can advise on best positioning, and help source, install and maintain exactly what you and your fleet needs.

With flexible terms and attractive instalments available, we'll make adding charging infrastructure work for both your fleet and your budget.

Public charging

As an Alphabet customer, you'll have access to more than 3,000 public charging stations across the UK, via 17 different networks with over 1,000 rapid charge stations.

You'll enjoy round-the-clock support, and your charge card and app will help make managing costs simple.

03

Daily Operations

We focus on the smooth running of your fleet, so your employees can focus on the road ahead. We can help in almost every situation, with additional mobility and CarSharing solutions, detailed reporting tools to help you optimise efficiency, and expert round-the-clock support for you and your drivers.

Evaluation and optimisation

Once the initial implementation is complete, we'll still be with you to make sure everything is working as it should – and help identify areas where efficiency can be improved.

To do this, our experts will use management technologies that evaluate and monitor your fleet, delivering even more value at every opportunity.

And based on the usage data and insights we receive, we'll advise you on how best to meet your objectives, as defined in your electrification strategy.

Driver support

From training to troubleshooting, at Alphabet we've always been committed to providing excellent customer care. We offer a variety of services to support your drivers as they get accustomed to eMobility, or to deal with any questions or issues that arise at any stage over the contract life cycle.

Corporate CarSharing

All your employees can drive electric, with our **AlphaCity Corporate CarSharing** solution. In the right fleet, the flexible use of vehicles can be a great way of increasing vehicle utilisation and improving cost-effectiveness. It can also boost your sustainability credentials and help motivate employees.

We've been awarded for our **Customer Service Excellence** at the Car Finance Awards.

Add-on mobility

Extra fleet vehicles whenever you need them. Our **AlphaRent** service can respond swiftly and flexibly to your additional mobility needs, by providing attractive rental cars for short and long-term periods.

So whether you need a vehicle for one day or several months, you'll benefit from our comprehensive service and agreeable conditions.

Discover more at
alphabet.co.uk/alpharent



Your future-ready fleet starts today

To book your no-commitment consultation with one of our eMobility experts, simply contact us at alphabet@alphabet.co.uk or call **0370 50 50 100**



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