



First in Safety, Security and Services

PRESS RELEASE

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VIASAT TECHNOLOGICAL PARTNER OF ALPHABET ITALIA FLEET MANAGEMENT FOR CAR RENTAL SERVICES

Viasat, European excellence in satellite IoT security systems, and **Alphabet Italia Fleet Management**, the **BMW Group's mobility services provider**, have signed a **partnership agreement** to offer a fleet management solution with a particular focus on the control of the activities, service status, maintenance and assistance of each vehicle.

The telematic devices, the operations center operations and the brand new **Viasat Digital Connect web platform** are parts of a **single integrated ecosystem** that allows you to communicate with the individual vehicles in real time and intervene promptly when anomalies or failures arise, in the event of an accident. or danger. All this adds up to the traditional vehicle recovery and recovery activities in the event of theft and claims management, through the development of an electronic report.

"The idea - **explains Valerio Gridelli, A.D. of Viasat BU Smart Connect** - it is very simple: to support Alphabet in the preparation of correct strategies in the management of the vehicle fleet through a complete platform of services capable of affecting their business, guaranteeing all the typical advantages of the connected car and ensuring an experience of best use, both for the driver and for the fleet manager. "

"Focus on telematics to create a truly new mobility, based on a connected system that allows a complete and profitable interaction between those who offer a service and who use it". These are the stated objectives of Alphabet.

"From controlling driving style to managing accidents, to helping to find a vehicle in case of theft or misappropriation - **declares Roberto Sticca, Operations Director of Alphabet Italia** -, there are many areas in which an intelligent use of resources offered by telematics can be decisive in improving performance and it is for these reasons that we at Alphabet have decided to put this solution at the center of our offers ".

For Alphabet, the transformation passes from a direct and inclusive customer journey experience, capable of fully involving customers and which allows, where necessary, real-time interventions and no subsequent remedial actions.

"In this way - **explains the Operations Director of Alphabet Italia** - putting the quality of the service offered at the center and emphasizing its specificity and potential, we can meet the needs of all types of customers, whether they are large companies, small businesses or VAT number ".

Who is VIASAT GROUP - European specialists in satellite security systems that integrate the most modern telematic and IoT technologies to guarantee complete safety for the vehicle and its occupants in the market of Satellite Anti-theft systems, Insurance Telematics, Fleet Management and Big Data. From 2002 to today, it has grown to become one of the most solid economic realities in Italy, boasting a presence, directly or through local distributors, in over 60 countries in Europe, Africa, the Middle East and Latin America with over 777 employees (at 31/12/2019).

Who is ALPHABET - Alphabet is an internationally long-term provider of mobility and rental solutions. Founded in 1997 as a division of the BMW Group, it now manages a fleet of over 700,000 cars and light commercial vehicles of all brands, and ranks fourth in the world long-term rental market. Alphabet is also a pioneer in the creation of advanced Mobility Solutions: AlphaElectric the electric mobility solution, AlphaCity the keyless Corporate CarSharing system, AlphaRent the flexible rental to meet short and medium term needs and Alphabet Mobility Services, the smartphone application which supports driver mobility effectively and intuitively. Alphabet is headquartered in Germany, in Munich, and is present in 30 countries.

Media Relator

Paolo Emilio Iacovelli – e-mail: press@viasatgroup.it - 339.7628288