

# Is ALPHABET a green leader?



Main markets are Germany and the UK (42% share).



Multi-brand leasing company fully owned by BMW Group.



## What they say

"We **exceeded our ambition** of increasing the electrified vehicle share of new business by 31% last year"

"We expect 2023 to be another year of solid growth, particularly for fully electric vehicles."

"Our clear goal is to **outpace the current market growth, i.e. to grow faster in electric vehicles than in the segment itself.** Our customers are actively transitioning towards electrification of their fleets, and in some markets up to 40% of vehicle orders are electrified, predominantly pure electric vehicles."

## What they do



Good data disclosure?

Alphabet publishes its EV uptake in new registrations across its operations, but **refuses to share data for EV type and for the EU market.**



End to fossil fuel cars?

Alphabet has **no phase-out date for polluting cars.**



BEV ambition?

Alphabet has **no target for the uptake of battery electric vehicles (BEVs).**



Higher BEV uptake?

Alphabet reports that in 2022 their BEV uptake in Germany is around 12%, which is much lower than the market in Germany (17.8%). The same result is found in France (7.8% vs 15.0%) and Italy (2.5% vs 3.8%) where Alphabet **lags well behind the market and other leasing companies.**



Lower PHEV share of EVs?

Alphabet reports that in 2022 their PHEV share in Germany is around 50%, which is **higher than the market** in Germany (43%). The same result is found in France (69% vs 38%) and Italy (74% vs 55%).



Lower CO<sub>2</sub> emissions?

Alphabet has **higher average CO<sub>2</sub> emissions than the market** (even without accounting for PHEVs) in France (103 vs 99g CO<sub>2</sub>/km) and Italy (128 vs 120g CO<sub>2</sub>/km).



Lower share of large cars?

**Alphabet's share of large segments is twice as high as the market** in France (24% vs 13%) and Italy (25 vs 11%).

## Conclusion

Alphabet is not a green leader, it is the slowest mover on electromobility. The company has not set a target for the transition to zero-emission mobility and is lagging behind the market and other leasing companies in the uptake of zero-emission vehicles. Moreover, the company leases large cars with higher CO<sub>2</sub> emissions.

## What they should do



**Target** a 2028 phase-out date for polluting vehicles and intermediate BEV targets.



**Disclose** the number of BEVs, PHEVs, and the average CO<sub>2</sub> emissions in their new registrations.



**Improve** their performance by leading the market in the uptake of efficient and zero-emission vehicles.