

IVECO, sennder, and CO3 co-develop new tracking solution to increase journey visibility for Europe's trucking market

IVECO, sennder, and CO3 partner to give shippers greater visibility of the transportation process and carriers a streamlined digital onboarding process. The partnership focuses on optimizing load tracking through GPS and digital onboarding processes, which are yet to be widely adopted. The new offering is now available across Europe and has great potential to be quickly scaled.

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IVECO, sennder, Europe's leading digital road freight forwarder, and CO3, a data platform for European road freight, announce a partnership to track loads on the sennder platform. The three sector leaders are working to simplify transport tracking for the entire industry, by using and activating inbuilt GPS devices on vehicles. The result provides shippers with greater visibility over the transportation journey and carriers with a streamlined digital onboarding process.

IVECO, sennder and CO3 have co-created an end-to-end GPS tracking solution, which will give shippers the ability to track almost every load in Europe, including spot loads. It is powered by CO3's technology, assisted by IVECO's integrated vehicle tracking and connected to sennder's sennOS platform. Spot loads account for 20 percent of the trucking market and are often one-time loads fulfilled on short notice, most commonly on the same day as the terms are agreed. At present, this short notice approach means that carriers must pick up the goods quickly, leaving insufficient time to activate GPS tracking systems. But now, when a shipper requests a load and sennder matches it to a carrier, carriers can activate it in as little as 10 minutes via CO3's technology. The process previously took in excess of 48 hours - the partnership has reduced this by 99 percent.

The solution gives shippers greater visibility over the transportation journey and provides carriers with a seamless digital onboarding process. There is no cost to the carriers, as the technology uses built-in GPS devices. IVECO is the first OEM to activate spot tracking in its trucks' built-in GPS devices. The solution is currently available in all European countries and can be scaled across the 50% of European trucks that are equipped with inbuilt GPS. The potential for widespread adoption across the industry is strong.

Fabrizio Conicella, Global Head of Digital & Adv Technologies at IVECO, comments:

“We are proud of consolidating our partnership with sennder and CO3 with the common objective to contribute to a more sustainable transportation. By leveraging our new-generation APIs, CO3’s advanced technology and sennder’s proven platform, we can now support carriers and shippers in making their mission more productive while reducing their CO₂ footprint.”

David Nothacker, CEO and founder at sennder, states: *“We are excited to join forces with IVECO and CO3 to improve visibility in logistics. We share a mission to make the logistics industry fit for the future and believe that our partnership lays the ground for an innovative and effective approach to tracking loads. We will continue to partner with industry peers to ensure carriers and shippers are equipped to move their loads as efficiently as possible.”*

Grzegorz Patynek, CEO and founder at CO3, says: *“Today visibility helps in optimizing supply chain management and supports risk and incident management in the contract market. In the project we addressed the lack of spot tracking solutions and focused on single order monitoring. Therefore, our partnership is the first step in addressing this complex problem more broadly and finding partners who see value for the current group of their clients. Such partners are IVECO and sennder.”*

IVECO

IVECO is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). IVECO designs, manufactures and markets a wide range of light, medium and heavy commercial vehicles, off-road trucks, and vehicles for applications such as off-road missions.

The brand’s wide range of products include the Daily, a vehicle that covers the 3.3 – 7.2 ton vehicle weight segment, the Eurocargo from 6 – 19 tons and, in the heavy segment above 16 tons, the IVECO WAY range with the on-road IVECO S-WAY, the off-road IVECO T-WAY and the IVECO X-WAY for light off-road missions. In addition, the IVECO Astra brand builds off-road trucks, rigid and articulated dumpers as well as special vehicles.

IVECO employs close to 21,000 individuals globally. It manages production sites in 7 countries throughout Europe, Asia, Africa, Oceania and Latin America where it produces vehicles featuring the latest advanced technologies. 4,200 sales and service outlets in over 160 countries guarantee technical support wherever an IVECO vehicle is at work.

For further information about IVECO: www.iveco.com

For further information about CNH Industrial: www.cnhindustrial.com

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IVECO Live Channel: <https://ivecolivechannel.com>

sennder

sennder was founded in 2015 by David Nothacker, Julius Köhler and Nicolaus Schefenacker and is now the leading digital European freight forwarder, offering shippers access to our connected fleet of thousands of trucks. In a traditional industry sennder is moving fast and focuses on the digitalization and automation of all road logistics processes. sennder deploys over 40,000 trucks across Europe, with access to more than 120,000 vehicles and has a team of over 900 people. By leveraging its proprietary technology, sennder builds an ecosystem that leads the industry into the 21st century with a new degree of transparency, efficiency and flexibility. sennder is backed by some of Europe's leading investors including Baillie Gifford, Accel, Lakestar, HV Capital, Project A, Next47, Scania Growth Capital, Earlybird and Perpetual. Additionally, sennder joined forces with industry champions Scania and Siemens to assure innovation and state of the art offerings.

For further information, please visit us on our website and LinkedIn.

CO3

CO3 operates a data platform with real-time connections to more than 40 000 vehicles from 25 European countries. The platform revolutionizes road transport visibility through a unique solution enabling tracking of spot transports and addressing complex subcontracting patterns. The mission is to support logistics companies in their digital transformation and to facilitate communication, connection and cooperation between them in the most secure way.

CO3 was founded in 2018 by people with years of logistic experience and in-depth industry knowledge. Today, more than 40 customers - including shippers, freight forwarders and logistics technology companies - trust the company to deliver high quality data to run their operations.

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