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PRESS RELEASE

GEFCO AWARDED INNOVATION LEADER FOR MY CAR IS THERE APP

GEFCO Group, a global provider of industrial supply chain services and the European leader in automotive logistics was awarded “Innovation Leader” at the Automotive Logistics Europe 2018 Conference in Bonn, Germany on June 12, 2018.

During the Automotive Logistics Europe Conference, GEFCO presented, along with seven other achievements, an innovative car transportation solution, **My Car Is There**, which was awarded **Innovation Leader** by a jury of 23 supply chain senior leaders from the automotive industry, expert consultants, university teachers and international institutions’ representatives.

My Car Is There (MCIT) allows a customer to organize the door-to-door transport of a single car, via a smart phone application. The technology relies on a digital platform solution to serve the business-to-business (B2B) and business-to-consumer (B2C) market for the transport of individual cars. In just a few clicks, MCIT technology allows a car owner to organize the pick-up and delivery of a car to any destination with real-time track and trace convenience.

The jury of Automotive Logistics Europe described MCIT as “a real breakthrough in the transport business” and a great combination of business model, process innovation and new technology to solve new market demands. *“We are extremely proud to be awarded Innovation Leader for My Car is There”, said Emmanuel Arnaud, Executive Vice-President of Sales & Marketing.” At GEFCO we encourage and nurture a culture of innovation within our teams and MCIT is a great example of what we can achieve when we work together.”*

ABOUT GEFCO GROUP

At GEFCO, we believe long-lasting cooperation with partners is the key to shared growth. Building on 69 years of expertise, we design and deploy smart and flexible supply chain solutions in 10+ industrial sectors. Today, the GEFCO Group is the European leader in automotive logistics, and a top 10 global partner in multimodal supply chain solutions. The Group is present in 47 countries, includes over 300 destinations in its current network and employs 13,000 people globally. The GEFCO Group reported a turnover of €4.4 billion in 2017.



Partners, unlimited

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