



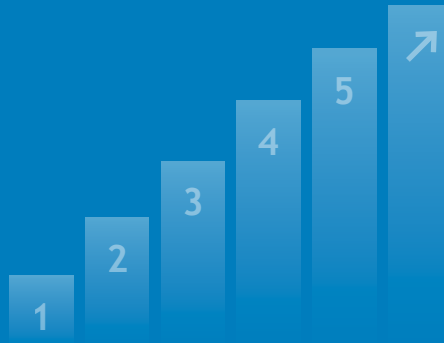
Become a Partner

# freetrailer

Marketing | Sales | Service | Communication



115,000 customers  
in 3 ½ years



»We tested the concept in our department store in Tilst with great success, and because we know that Freetrailer's concept has worked well for more than three years, we are looking forward to continuing our great relationship with Freetrailer.«

Jørgen Klüwer, Operations Director, Bilka



## A Rolling Success

Freetrailer's concept is simple. For the 4th year running, we offer advertising-funded trailers to private users.

There are currently 250 trailers being driven around every day in Denmark. We ensure that ads have high exposure while customers carry their goods around. With more than 115,000 customers in 3 ½ years, Freetrailer is a rolling success!





»We are in constant dialogue with potential and current customers using Freetrailer's system. In fact, a whole 10% of our turnover is generated directly from the Freetrailer customer flow!«

Jan Thomsen, Managing Director,  
Dit Pulterkammer



## As a partner, you get:

### **Access to advertising on the trailer's side panels**

Trailers stand out in a city landscape and are a very effective advertising medium in urban areas.

### **A supply of trailers**

You can offer trailers to your customers free of charge and boost your customer service.

### **New customers straight to your door**

We increase the possibilities of cross-selling and upselling when customers pick up and return the trailers.

### **An effective communication tool**

Communicate with existing and new customers when Freetrailer send emails in connection with trailer bookings.



» 98,7% of our customers  
recommend us to others «



-We conducted a satisfaction survey in 2007, where 25,687 customers participated.

»More than 35,000 rentals in the last year at our 4 stores, the number speaks for itself. We are pleased with this collaboration and so are our customers.«

Thomas Munksgard, Customer Service  
Manager, IKEA Denmark



## Be Part of the Success

It is easy to become a Freetrailer partner:

- You call Freetrailer
- You are supplied with the trailers at your pick-up location
- You install a Self-Serve terminal
- You are supplied with keys and cables that you provide to your customers
- You get access to customer service from 9:00 to 16:00
- Freetrailer are responsible for all maintenance, service, procurement and insurance.

We already have great relationships with businesses all over Denmark. We are now expanding in Europe and would like to welcome you as one of our new partners.

**Learn more about opportunities to become a partner.**

**Contact Freetrailer today:**

**Telephone: +45 88 537 700**  
**E-mail: [info@freetrailer.dk](mailto:info@freetrailer.dk)**

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Freetrailer is a company that is part of the FT Group A/S. It was established in 2004 and is specialised in good value rental solutions. The FT Group focus on creating good service and value-added experiences for their customers.