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Lufthansa Cargo invests into US-based tech startup “Fleet”

Lufthansa Cargo intensifies its ties to the global startup scene by investing significantly into tech startup “Fleet”, headquartered in Portland, USA

The strong collaboration between Lufthansa Cargo and Fleet (www.tryfleet.com) will connect extensive airfreight experience with a technology-driven, fresh view on global logistics processes. Fleet was founded in 2014 and acts as an online marketplace, matching customers’ demand for freight services with free capacity provided by logistics companies. Fleet is growing fast and addresses customers’ inherent desire for convenience in – traditionally – complex cross-border freight shipping processes.

“Fleet is a perfect match for us as the company combines innovative and visionary thinking with a strong intrinsic motivation to improve air cargo booking and shipping efficiency and, finally, our customers’ overall experience”, says Peter Gerber, CEO of Lufthansa Cargo. “We expect substantial learnings with regard to our product and service portfolio. Thus, we are sure that Lufthansa Cargo and Fleet will mutually benefit from sharing concepts and ideas.” At the same time, Fleet will expand its Board of Directors with the new seat being held by Lufthansa Cargo’s CCO Dr Alexis von Hoensbroech.

Recently, a large number of startups pushed into the logistics industry upgrading connectivity between various players of global air cargo supply chains. Consequently, also traditional logistics companies have become aware of the opportunities they can realize by investing into new digital business models.

By acquiring shares in Fleet, Lufthansa Cargo underlines its strategic commitment in lifting the airfreight industry to a superior digital maturity level. The acquisition is part of the Lufthansa Group’s overall digitization strategy and was strongly supported by the Lufthansa Innovation Hub in Berlin.

Lufthansa Cargo AG

Lufthansa Cargo ranks among the world’s leading air freight carriers. In the 2017 business year, the airline transported around 1.6 million tonnes of freight and mail and sold 8.9 billion revenue tonne- kilometres. The company currently employs about 4,500 people worldwide. Lufthansa Cargo focuses on the airport-to-airport business. The cargo carrier serves around 300 destinations in more than 100 countries with its own fleet of freighters, the belly capacities of passenger aircraft operated by Lufthansa, Austrian Airlines and Eurowings, and an extensive road feeder service network. The bulk of the cargo business is routed through Frankfurt Airport. Lufthansa Cargo is a wholly owned Lufthansa subsidiary of Deutsche Lufthansa AG.

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