

PTV Group expands in Eastern Europe

PTV opens its own office in Warsaw / Solutions for ITS (Intelligent Transportation Systems) on the rise

Karlsruhe/Warsaw, 24.07.18. The PTV Group repositions itself in Eastern Europe with its own office in Warsaw, Poland. The German software manufacturer has already been active on this market for over 20 years. With PTV CEE (Central & Eastern Europe), the mobility experts at PTV have now created a local port of call for their customers in transportation and logistics. Managing Directors Martyna Abendrot and Peter Möhl are taking on responsibility for the new PTV office in Central and Eastern Europe.

One of their flagship projects for an integrated, innovative traffic management, which is based on PTV software, is Lublin in the east of Poland. The city uses a macroscopic transport model for its strategic planning, including microscopic simulations for the analysis as well as real-time traffic management solutions for the operative control of the everyday traffic flow.

Customers also include logistics companies such as Omega Pilzno that, with PTV Map&Guide, count on the standard solution for distance and toll cost calculations, and also the Raben Group, which uses PTV software internationally in its European offices for professional trip planning, distribution or for navigation within a framework agreement.

Various challenges in Eastern European countries

In logistics there is an increasing labour shortage in warehouses and in particular a lack of qualified truck drivers. At the same time, lowest possible shipping costs and increasingly fast availability of the required goods are demanded on the market. This immensely intensifies the competitive situation. Gaining transparency on transport and its associated costs therefore has a high priority. Additionally, logistics companies want real-time information for the entire supply chain as well as software support in planning and optimising their transport logistics.

The field of traffic and transportation will be characterised in future by intelligent transportation systems (ITS) and electric mobility. "We see a lot of potential in the Eastern European market for the development of master plans for smart cities with innovative mobility stations and services for the mobility of the future," reports Peter Möhl

as Managing Director who, together with Martyna Abendrot, is responsible for the sale of software products in the field of transport and logistics.

Martyna Abendrot adds: "Modern software solutions, like those by PTV, help transport planners and logistics dispatchers to analyse future scenarios and thus to better design existing infrastructures and transport processes."

Two managing directors share the responsibility

Peter Möhl has worked for the PTV Group at its German headquarters in Karlsruhe for 18 years and has built up the international businesses in various regions of the world as Director Sales Traffic Software. Since 1 July, he now has the task as Managing Director of PTV CEE of implementing the planned growth strategy for the products designed to optimise transport and logistics in Central and Eastern Europe.

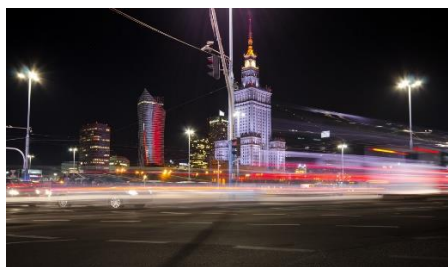
Martyna Abendrot has been named as second Managing Director. The traffic engineer has gained many years of management experience in the ITS environment. As Polish citizen she is well networked in the market and joined the PTV Group in 2017. She helped to build up the new PTV branch in Warsaw and will run the office on site.

538 words. Author's copy kindly requested.

Imagery



Martyna Abendrot and Peter Möhl have been managing the activities of the new PTV office for Central and Eastern Europe as Managing Directors since July 2018.



The new company PTV CEE with headquarters in Warsaw, Poland, now offers on-site solutions for optimising transport and logistics.

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PTV The Mind of Movement.

PTV Group takes a holistic approach that integrates all aspects of traffic, transport and logistics to create and promote sustainable mobility. Recognised as global market leader, PTV develops intelligent software solutions for transport logistics, traffic planning and traffic management. Thus cities, companies and people save time and money, enhance road safety and minimise the impact on the environment. Based on its unique expertise in every facet of mobility, PTV ensures that people and goods arrive at their destinations safe and sound, and on time.

More than 2,500 cities deploy PTV products. Trips and routes for over one million vehicles are planned with our software. The European transport model, which encompasses all passenger transport and freight movements in Europe, is developed using PTV software. We currently have more than 800 colleagues worldwide committed to driving the high performance of our products. The company's headquarters located in the heart of the Karlsruhe technology region houses its centre of development and innovation. From here, PTV plans and optimises everything that moves people and goods worldwide – it's the idea which has accompanied the Group since its foundation in 1979.

www.ptvgroup.com.

Background information:

Warsaw (GTAI) – Despite new challenges, the Polish logistics industry grew by around 3% in 2016. The growth driver remains road transport. On the rails, only multi-modal providers have developed favourably in recent years

According to Eurostat (<http://ec.europa.eu/eurostat>), Poland, after Bulgaria and Slovenia, has the third highest ratio of freight transport volume to the gross domestic product in the European Union (EU). With the transport of goods, an income of almost 24 bn euros was generated in Poland in 2015, 4.5% more than the year before.

Most of the traffic is on the roads which carry almost 84% of the transport services in domestic transportation. The Polish rail network, the third longest in the EU with over 19,000 km, is technologically outdated. EU funds are intended to provide help. After the main focus lay on the expansion of passenger transport during the EU financial period, which ran until 2014, now it is the turn of freight transport. The national programme for expanding the tracks provides investments to the value of almost 16 bn euros until 2023. Almost 9,000 km of route are to be renewed and equipped with modern technology.