

Freetrailer expands in the Netherlands with leading home furnishing retailer – 73 trailers for 12 stores



Photo: Christian Tepper, Sales Director Netherlands, Nicolai Frisch, CEO, Sara Lyngsøe, CMO, Freetrailer Group

Freetrailer, Europe's leading platform for trailer rental, is entering a new partnership with a world-leading home furnishing retailer in the Netherlands. Starting in May 2025, Freetrailer's innovative trailer-sharing solution will be available at all 12 stores across the country, introducing 73 trailers to make it easier for customers to transport their purchases in a flexible and sustainable way.

Supporting Sustainable, customer-focused mobility

The collaboration supports Freetrailer's mission to provide easy and self-service transport while reinforcing the home furnishing leader's commitment to sustainability. With Freetrailer's digital platform powered by Bluetooth-enabled Freelock technology, customers can effortlessly book, unlock, and return trailers through the Freetrailer app, with no need for direct staff interaction.

Norbert Roelofs, Service Experience Leader at the global home furnishing retailer, says: "Partnering with Freetrailer allows us to offer our customers a free and practical transport solution that enhances their shopping experience while supporting our sustainability goals. We are pleased to offer a sharing-friendly mobility solution that aligns with our vision."

Nicolai Frisch, CEO of Freetrailer Group, says: "Expanding our collaboration to all 12 stores in the Netherlands marks an important milestone. Freetrailer's self-service platform makes it easy and convenient for consumers in the Netherlands to transport their purchases sustainably, and we look forward to reaching even more customers across Europe."

Freetrailer's European expansion continues

This expansion strengthens Freetrailer's presence in the Dutch market and supports the broader European growth strategy, ensuring that more customers can benefit from easy and flexible transport solutions. With an already strong footprint in Denmark, Sweden, Norway, and Germany, Freetrailer is now expanding its services to Dutch consumers.

"We are proud to continue our collaboration with a world-leading home furnishing retailer and provide customers across the Netherlands with easy, sustainable transport options. This is a key step in our mission to make shared mobility accessible to all," says Sara Lyngsøe, CMO at Freetrailer.

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About Freetrailer

Freetrailer Group is Europe's largest mobility platform for trailer rentals, with a mission to make it easy to book and borrow a trailer for free through a sharing economy IT platform. With a 100% self-service solution through the Freetrailer app and electronic locks, Freetrailer partners and their customers enjoy full flexibility.

In August 2024, Freetrailer launched its strategic plan, Mont Blanc 2027. Over the next three years, the company will focus on improving the Freetrailer app, expanding market share with both existing and new partners, and strengthening its ONE Team culture. The strategy marks an ambitious journey toward growth and innovation.

Today, Freetrailer Group has a scalable business concept based on an innovative IT platform with global potential. Freetrailer Group A/S was listed on Spotlight Stock Market in 2018.

Ticker code: FREETR