



# freetrailer

## Freetrailer enters four-year partnership with Sol og Strand: Free trailers soon available in Danish holiday towns

The sharing service Freetrailer has signed a new partnership agreement with Danish holiday rental agency Sol og Strand, ensuring free trailer rentals in some of Denmark's most popular holiday home destinations. The agreement includes the delivery of 33 trailers, which will be distributed across 25 locations nationwide by March 1, 2026.



The collaboration will run for several years and reflects a shared ambition to strengthen local communities in Denmark's coastal and tourist areas. The trailers will be freely accessible via the Freetrailer app and can be used by holiday home owners, renters, and local residents alike.

### Local engagement and brand visibility in one solution

Sol og Strand has chosen Freetrailer as a partner to combine practical service with local visibility. The goal is to make a difference for local residents and holiday homeowners who already rent out through Sol og Strand, or are considering doing so. By offering free trailer rentals, Sol og Strand aims to give something back to local communities across Denmark.

– “We have 29 local offices across Denmark, and we rent out 7,000 privately owned holiday homes to both Danish and international guests. We want to engage even more locally and offer a service that makes a real difference in everyday life. With Freetrailer’s concept, we get both a flexible transport solution and a visible platform that creates value for us and the local communities,” says Sol og Strand’s Operations Manager, Jonas Balle Pedersen.

### **Expanding Freetrailer’s presence in holiday regions**

Through this partnership, Freetrailer significantly expands its presence along the Danish coastline. The locations have been carefully selected based on areas with a strong need for accessible transport options related to holiday home maintenance, renovations, and waste disposal.

– “We see high demand for trailers in holiday towns, especially during the peak season. The collaboration with Sol og Strand is a great opportunity for us to bring our service even closer to end users,” says Lars Kronqvist, Nordic Sales Manager at Freetrailer.

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### **About Freetrailer Group A/S**

Freetrailer Group is a Danish technology company with a mission to make it easy to reserve and borrow a trailer free of charge via a sharing economy-based IT platform.

With a 100% self-service solution through the Freetrailer app and electronic locks, Freetrailer’s partners and their customers gain maximum flexibility. As Europe’s largest mobility platform for trailers and cargo bikes, Freetrailer serves more than 720,000 users annually.

In August 2024, we launched Mont Blanc 2027, a strategic plan focused on improving the app, expanding market share, and strengthening our ONE Team culture. The strategy will drive growth and innovation over the next three years.

Freetrailer Group has a scalable business model built on an innovative IT platform with global potential. The company was listed on Spotlight Stock Market in 2018.

Ticker code: **FREETR**