

Company announcement
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Freetrailer enters nationwide agreement with Elkjøp in Norway with 85 trailers

With the rollout across 51 Elkjøp stores, Freetrailer strengthens its position in Norway and increases the availability of its digital self-service platform in a market where Freetrailer has experienced significant growth throughout 2026.

Freetrailer Group A/S is expanding its partnership with Elkjøp in Norway with an additional 85 trailers. As a result, the collaboration grows from 6 to 91 trailers, giving Freetrailer a substantially broader presence in the Norwegian market.

Today, Freetrailer collaborates with both Elkjøp and Elgiganten across Norway, Denmark, and Sweden. While the agreements have been established locally, the expansion in Norway means that more than 400 Freetrailer units will be in operation at Elkjøp and Elgiganten stores across the three countries.

Elkjøp is the market leader in consumer electronics in Norway. Through Freetrailer, both Elkjøp customers and local residents gain easy and flexible access to borrowing a Freetrailer, regardless of whether they make a purchase in the store.

The solution turns Elkjøp stores into local hubs for flexible transportation while simultaneously creating visibility and brand value for both Freetrailer and Elkjøp in the communities surrounding the stores.

Thomas Zeihlund, Group CEO of Freetrailer Group A/S, comments:

“Elkjøp is an important partner for Freetrailer in Norway, and through this collaboration we now work with Elkjøp/Elgiganten across all three Nordic countries. Elkjøp has a strong brand, high customer flow, and a position in everyday life where our platform creates value both as an easy transport solution when the need arises and as an ideal media platform. Our trailers are actively used, highly visible, and widely recognised in the urban landscape, creating strong advertising value for Elkjøp.”

He continues:

“We are seeing significant growth in Norway throughout 2026, with more users joining the Freetrailer platform. This makes it a natural choice for strong retail operators to select a solution that already has a place in consumers' daily lives. For us, the expansion with Elkjøp is not only about adding more trailers, but about strengthening a position where Freetrailer becomes the obvious choice whenever people need easy transportation.”

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About Freetrailer Group A/S

Freetrailer Group A/S is the European market leader in sharing-based trailer rental, powered by a digital self-service platform. We make it easy for people to transport what matters most, whenever the need arises.

Since 2004, Freetrailer has connected users, partners, and local communities through convenient access to trailers and other rental products. The platform creates everyday value while offering partners a strong combination of service, customer traffic, and local visibility.

At the same time, Freetrailer's rental products serve as mobile advertising spaces, bringing partners' brands into the public eye.

Freetrailer Group A/S was listed on Spotlight Stock Market in 2018.

Ticker code: FREETR