

Company announcement
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Freetrailer and jem & fix Denmark expand successful partnership while continuing to deliver high customer satisfaction

The expansion includes a significant increase in the number of rental products across Denmark and the introduction of mesh trailers at selected jem & fix locations. The partnership is built on high customer satisfaction, increased local brand visibility, and a shared focus on creating value for users.

Freetrailer is adding 118 new rental products, bringing the total fleet at jem & fix Denmark to 722 trailers. The expansion is the result of a long-standing and successful collaboration that continues to evolve. At the same time, mesh trailers will be introduced at selected locations, giving users access to additional transport solutions while further strengthening jem & fix's overall service offering.

Kell Fogh, Head of Business Development at jem & fix Denmark, says:

“Over the years, Freetrailer has become a natural part of our customer offering and an integrated element of our local marketing. We continue to see very high customer satisfaction with the solution, and the trailers increase both our local visibility and traffic to our stores. We also regularly receive feedback from our employees, who tell us they are proud to see Freetrailer trailers carrying the jem & fix branding on the roads. With the introduction of cage trailers, we can now offer our users an additional transport solution that we know is in demand.”

Freetrailer has become an integrated part of the customer experience at jem & fix. At the same time, the trailers serve as mobile advertising units, increasing local visibility while contributing to traffic and awareness around the stores.

Thomas Zeihlund, Group CEO of Freetrailer Group, comments:

“The expansion of our partnership with jem & fix demonstrates the value of a strong, long-term collaboration. When an existing partner chooses to expand its fleet by almost 20%, it reflects both high customer satisfaction and documented business value. By growing the fleet to 722 trailers and introducing mesh trailers, we are increasing availability for users while further strengthening our shared presence in the market”.

For further information about Freetrailer Group A/S, please contact:

Thomas Zeihlund

Group CEO
Freetrailer Group A/S
Email: thomas.zeihlund@freetrailer.com
Phone: +45 41 50 50 00

Press

Sara Lyngsøe
CMO, Freetrailer Group A/S
E-mail: sl@freetrailer.com

Phone: +45 61 10 15 57

Website: www.freetrailer.com

About Freetrailer Group A/S

Freetrailer was founded in 2004 with a simple idea: to make it easy to borrow a trailer whenever you need one. Today, we operate an international platform that connects partners and users and makes local transport more accessible.

Freetrailer is Europe's leading sharing-based solution for the rental of trailers and electric cargo bikes. The platform has been expanded with additional rental products tailored to local needs. Through a self-service app and digital locking systems, we create flexibility where it delivers the greatest value.

At the same time, our rental units function as mobile advertising spaces in the urban environment, creating visibility for our partners close to their customers. This makes Freetrailer an effective combination of transport and local marketing.

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

Ticker code: FREETR