News from the company
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Freetrailer secures production capacity and exclusive trailer models in agreement with Variant

Freetrailer Group A/S has entered into a partnership agreement with Denmark's largest trailer manufacturer, Variant A/S. The agreement builds on 15 years of close cooperation between the parties and gives Freetrailer exclusivity on both existing and future trailer models developed specifically for the company. The agreement also strengthens the foundation for joint product development and production capacity planning, and secures reliable deliveries as Freetrailer continues its international expansion.

Exclusive products strengthen Freetrailer's position

For 15 years, Variant has been a key supplier to Freetrailer. Together, the parties have developed trailers designed for the intensive use that comes with Freetrailer's sharing economy business model.

The new agreement formalises the partnership for the first time. Exclusivity on the specially developed trailer models enables Freetrailer to offer solutions tailored to the company's concept and the needs of its users. This strengthens Freetrailer's differentiation and supports efficient maintenance of the trailers.

"We have worked closely with Variant for 15 years, and we have a really good partnership. They know our business and our needs inside out. Formalising the partnership now is a natural and important step in the professionalisation of Freetrailer.

As we grow significantly in the coming years, it is not just about getting more trailers on the road. It is also about developing the right products and having strong partners who can keep pace with our ambitions. With this agreement, we are building on a partnership that has already proven its worth," says Thomas Zeihlund, Group CEO of Freetrailer Group A/S.

Joint product development and future capacity

Over the years, the parties have worked together to develop several trailer models for Freetrailer's platform, most recently the mesh trailer, which was introduced on the Danish market in 2026.

"Freetrailer has been an important partner for us for many years. Together, we have developed solutions that suit their unique rental concept, and we know each other's business well. We look forward to developing the partnership further and helping to support Freetrailer's growth in Europe," says Andreas Buhl, CEO of Variant A/S.

Free to GROW: Production capacity for international scaling

With Free to GROW, Freetrailer aims to have more than 25,000 trailers by 2030. This places greater demands on production capacity, delivery reliability and ongoing product development. The agreement with Variant strengthens a key element of Freetrailer's value chain and the foundation for continued international expansion, while also ensuring that Freetrailer can offer its partners acceptable delivery times.

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About Freetrailer Group A/S

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

Freetrailer is Europe's largest mobility platform for trailer rental. The platform is designed for local needs, and with a self-service app and digital locking systems, we create flexibility where it adds the most value.

Our rental products also act as mobile advertising space in urban areas, creating visibility for our partners – close to their customers. This makes Freetrailer an effective combination of transport and local marketing.

In September 2026, Freetrailer launched Free to GROW, the company's strategy towards 2030. The strategy aims to make Freetrailer the natural choice whenever everyday transport needs arise, with the overall ambition of reaching 5 million annual rentals by 2030.

Freetrailer Group A/S was listed on Spotlight Stock Market in 2018.
Ticker code: **FREETR**

Read more at www.freetrailer.com

About Variant A/S

Variant A/S is Denmark's largest trailer manufacturer and has developed and produced quality trailers for both private and business customers since 1975. The company is family owned and has its headquarters and production in Vejle.

Variant has produced more than 750,000 trailers and offers a broad range of transport solutions, including leisure trailers, commercial trailers, enclosed trailers and specially developed models. With more than 300 dealers across 13 countries, Variant has a strong presence in the European market. Read more at www.variant.dk.