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Chéreau delivers all new SmarTrailers ex works with telematics from idem telematics

The networked trailer is increasingly becoming standard in the commercial vehicle industry: the advantages of data-supported real-time functionalities, remote diagnostic, tracking, tyre pressure data and maintenance data are on board as standard at Chéreau. Fleet management and many other services will be customised from 2025.

Munich/Ulm, 8 October 2024 --- All new SmarTrailers from Chéreau have a central control unit (TC Trailer Gateway) by idem telematics ex works, which continuously records vehicle states and positions as well as driver behaviour

and transmits them in real time.

All data is displayed in the all-in-one telematics portal 'cargofleet 3' from idem telematics and can be forwarded to other existing systems. Fleet operators who already work with fleet management systems will find the telematics pre-installation from Chéreau / idem interesting: thanks to the open system architecture, the data services can also be integrated into mixed fleets and third-party fleet management systems.



Jens Zeller (L.), Managing Director of idem telematics, and Damien Destremau, CEO of the Reefer Group, are looking forward to their future collaboration

Damien Destremau, CEO of the Chéreau holding company The Reefer Group, explains: "We are delighted about the good and constructive cooperation with the BPW Group. Our collaboration with idem is an important point for connected transport. Chéreau and idem telematics place the highest demands on the quality, reliability, availability and security of the data. Together, we are opening up new opportunities for data-driven insights to the transport industry – while protecting the entrepreneurial independence of the vehicle operator."

idem telematics also attaches particular importance to the needs-based preparation of data, which is displayed on the screens of the owner of the transport company and its dispatchers, the driver's smartphone, tablet, or even on end devices of recipients and subcontractors.

Jens Zeller, Managing Director idem telematics: "Decisive information is

available to team members, partners or customers at exactly the right time, suitably prepared. We create security and efficiency instead of a flood of data. That's the only way telematics is driving the transformation of transportation."

About Chéreau

Founded in 1953, CHEREAU is a European leader in the design and manufacture of custom refrigerated vehicles for temperature-controlled transport. With over 1,000 employees and a recognized expertise, the company produces more than 3,700 vehicles annually, placing strong emphasis on innovation and sustainability. As a member of The Reefer Group, CHEREAU actively integrates corporate social responsibility (CSR) initiatives into its operations, focusing on reducing its carbon footprint, enhancing energy efficiency, and adopting eco-friendly designs. Exporting 51% of its production, CHEREAU is also a key player in the French market, holding a 45% market share.

www.chereau.comwww.thereefergroup.com

About idem telematics GmbH – connecting all road transport

Europe's leading telematics partner, idem telematics supports forwarders, fleet operators and shippers in using data to continuously improve their core business, and thus to increase their profitability, customer satisfaction and competitiveness. Our systems are uncomplicated, independent, cross-fleet and cross-manufacturer, and adaptable to any company size and business model. The service: individual on-site process consulting – combined with the Europe-wide market-leading all-in-one cargo fleet telematics platform for trucks, trailers, freight and logistics. Consolidating and summarising the data sets of vehicles, drivers and freight, idem telematics provides a complete system for increasing the transparency and economy of the entire logistics process. Benefits include unique customer proximity and flexibility for individual telematics requirements based on more than 25 years of telematics, transport and logistics expertise. idem telematics is a subsidiary of the BPW Group and employs around 75 staff at its locations in Munich and Ulm. www.idemtelematics.com

About the BPW Group

The BPW Group researches, develops and manufactures everything needed to ensure that transport keeps moving and is safe, illuminated, intelligent and digitally connected. With its brands [BPW](#), [Ermax](#), [HBN](#), [HESTAL](#) and [idem telematics](#), the company group is a preferred system partner of the commercial

vehicle industry around the globe for running gear, brakes, lighting, fasteners and superstructure technology, telematics and other key components for trucks, trailers and buses. The BPW Group offers comprehensive mobility services for transport businesses, ranging from a global service network to spare parts supply and intelligent networking of vehicles, drivers and freight. The owner-operated company group currently employs around 6,830 staff in 27 countries and achieved consolidated sales of 1.745 billion euros in 2023. www.bpw.de/en

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