



Markus Schell, personally liable managing partner of BPW: "The future of the transport and logistics industry lies in the intelligent use of data"

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Marketplace for mobility data: BPW Group invests in UZE Mobility - Round target

of € 7.2 million achieved in 1st quarter 2020

- **BPW Group becomes investor, development and distribution partner of UZE Mobility**
- **UZE Mobility reaches round target for the first quarter of 2020 of € 7.2 million**
- **Marketplace for mobility data enables new business models across industries**
- **BPW Group and UZE rely on AI, Big Data and Blockchain technology**

Bremen/Wiehl, March 19, 2020 --- The BPW Group has acquired a stake in UZE Mobility GmbH. The Bremen-based start-up is setting up a worldwide Big Data marketplace on an AI basis to collect and market environment and mobility data from all types of vehicles. The aim is to create new business models across all industries: from mobile outdoor advertising to smart homes and weather services. With this investment by the BPW Group, UZE Mobility will achieve its round target of € 7.2 million for the first quarter of 2020. Previous developers of the young company include Prof. Dr. Ing. Achim Kampker from PEM Motion GmbH and the MIT Massachusetts Institute of Technology Boston.

In the future, the BPW Group will not only support UZE Mobility as an investor and strategic development partner, but will also be an important pillar in sales. The owner-managed group of companies (7,350 employees worldwide, annual turnover of 1.52 billion euros in 2018) develops, produces and markets technologies, system solutions and services for the transport of goods by road worldwide. For example, BPW subsidiary idem telematics GmbH is the European market leader for trailer telematics, which networks the transport and mobility data of freight, driver and vehicle.

The strategic partnership between the group of companies and UZE Mobility enables both sides to significantly expand their database, merge technologies and develop new, networked business ideas. UZE Mobility is now also developing the necessary sensors, AI and Big Data applications together with the specialists from the BPW Group.

Markus Schell, personally liable managing partner of BPW, explains: "What unites us with UZE Mobility is the holistic, multidimensional view of mobility and logistics. The future of the transport and logistics industry lies in the intelligent use of data. Together with UZE Mobility GmbH and its partners, we will develop technologies so that our customers can use environment and mobility data, for example, for a secure, efficient and sustainable transport order".

Dr. Dr. Alexander Jablovski, Co-Founder and CEO of UZE Mobility, states: "The BPW Group is regarded as a pioneer in Industry 4.0 and the digitalisation of transport and logistics. Therefore, we see many exciting synergies and strong innovation drivers, especially in the cooperation with the BPW Innovation Centers for Mechatronics, E-Mobility and the Internet of Transport".

Other investors and operative partners of the start-up include Fahrzeug-Werke Lueg AG (one of Daimler AG's largest sales partners in Germany), Wirecard, Prof. Dr. Ing. Achim Kampker of PEM Motion GmbH, the independent garage network of Global Automotive with its 1,700 garages, the Bremen-based company Nehlsen and other partners.

About the BPW Group

The BPW Group researches, develops and produces everything that moves, secures, illuminates, makes intelligent and digitally networks transport. With its [BPW](#), [Ermax](#), [HBN](#), [HESTAL](#) and [idem telematics](#) brands, the Group is a preferred system partner of the commercial vehicle industry worldwide for running gear, brakes, lighting, locking and body technology, telematics and other important components for trucks, trailers and buses. The BPW Group offers transport companies comprehensive mobility services. These range from a worldwide service network and spare parts supply to the intelligent networking of vehicle, driver and freight. The owner-managed group of companies currently employs 7,350 people in over 50 countries and achieved a consolidated turnover of 1.52 billion euros in 2018. www.bpw.de

About UZE Mobility

UZE is building novel data-driven business models based on unused mobility data. To do this, UZE uses the vast amounts of unused data that accumulate every second in the databases of car companies, IT firms or cities. UZE also collects its own data and equips vehicles of all kinds with innovative sensors. Advertisers, weather services, smart home services and retailers, for their part, can purchase mobility data in real time directly from car or truck drivers to build new data-based business cases. www.uze-mobility.com

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