



Where is the delivery? The innovative CargoTracer freight tracking system of BPW Innovation Lab knows the answer.

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## The BPW Innovation Lab launches the CargoTracer freight tracking system with a tempting trial offer

- BPW invites shippers to test unique delivery tracking at a special price
- Innovative technology finally makes delivery tracking affordable for everyone
- Simple and catchy: viral video clip explains cargo tracking with a famous 1980s hit

**Wiehl, 18.09.2018 --- The BPW Innovation Lab is launching the innovative CargoTracer freight tracking system at the IAA with an attractive trial offer: shippers will be able to test BPW CargoTracer prototypes for three months at a special introductory price. But it is not only freight that can now be digitally networked.**

‘Where is our delivery?’ ‘When will it arrive?’ Shippers will never hear those unnerving questions again as BPW is about to re-invent digital cargo tracking by introducing a small, smart, simple and surprisingly low-cost box – one that answers the most frequently asked questions in transport and will end the telephone odyssey between recipients, senders, dispatchers, forwarding agents and drivers. The BPW CargoTracer is affixed to the goods carrier or freight and transmits its position and other data (e.g. temperature and vibrations) to an online portal and, if required, directly to ERP and merchandise management systems such as SAP. Because the tracker uses a new type of data transmission based on ultra-narrowband radio technology, the system is so inexpensive that it makes delivery tracking affordable for many applications within the shipping and forwarding sectors for the first time. It does not require a SIM card, and its battery lasts for up to two years.

The product’s advantages go far beyond transparency in the supply chain. As has already been demonstrated in initial customer projects, the tracker also brings transparency to load carrier management: it becomes visible when the many – and often expensive – load carriers are actually on their way as well as how they are used. As a result, it can reduce losses, working capital and the need for new purchases.

The BPW Innovation Lab, which developed the CargoTracer, is now launching an attractive trial offer before the market launch in December. Shippers can test CargoTracer prototypes for three months - for only four euros per month, per device. However, the price will be set within a similar price range for the market launch in December. Interested parties can contact BPW at [cargotracer@bpw.de](mailto:cargotracer@bpw.de) or by calling +49 (0)7142 9006 678.

The BPW Innovation Lab lives up to its reputation as a creative think tank when it comes to marketing its developments – evidenced by its conversion the popular 1980s song ‘Da, Da, Da’ by Trio into an ironic video clip. Just like that super simple, super catchy and unmistakably German tune, the BPW CargoTracer is bound to become a worldwide hit:

[https://youtu.be/YwEO\\_SgFEek](https://youtu.be/YwEO_SgFEek)

**BPW will be demonstrating the CargoTracer for the first time at IAA Commercial Vehicles 2018 in Hanover from 20- 27 September (Hall 26, Stand C31).**

[View embedded content here](#)

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### **About BPW Bergische Achsen KG**

*BPW Bergische Achsen KG is the parent company of the BPW Group. With more than 1,600 employees, including around 120 trainees, the family-run company has been developing and producing complete running gear systems for truck trailers and semi-trailers at its headquarters in Wiehl since 1898. BPW's technologies include axle systems, brake technology, suspension and bearings. BPW's trailer axles and running gear systems are in use in millions of vehicles around the world. An extensive range of services also provides vehicle manufacturers and vehicle operators with the opportunity to increase economic efficiency in their production and transport processes. [www.bpw.de/en](http://www.bpw.de/en)*

### **About the BPW Group**

*The BPW Group, based in Wiehl, Germany, is a dependable international mobility and system partner for the transport industry, serving as a one-stop shop for innovative solutions. Its portfolio embraces axles, suspension systems and brake technologies (BPW), locking systems and bodywork technology (Hestal), lighting systems (Ermax), composite technologies (HBN-Teknik), and user-friendly telematics applications for trucks and trailers (idem telematics). BPW Group's*

*technologies and services support manufacturers' cost-effective workflows and enable vehicle operators to manage their fleets efficiently by maximising the transparency of loading and transport processes. The owner-managed BPW Group encompasses 70 companies worldwide and employs around 7,000 people. [www.bpw.de/e](http://www.bpw.de/e)*

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