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**MILAN, CAPITAL OF ROAD TRANSPORT AND LOGISTICS:
TRANSPOTEC CLOSING WITH GREAT ENTHUSIASM FROM THE INDUSTRY**
New vehicles and logistics, networking and passion: road transport showed off all its souls at Transpotec

Milan, May 26, 2022. From vehicles to outfitting, from logistics to carrier services. Not to mention the various opportunities for meeting and networking. **Transpotec Logitec**, the Italian leading exhibition for logistics and road transport, that closed on May 15 with **more than 25,000 professionals from 60 countries**, gave visibility to every segment of the industry.

The appointment confirmed itself as a benchmark for operators. A hub to be considered even more important and qualified thanks to a location like **Milan**, that was able to grasp the needs of companies and proved to be a place at the forefront for logistics.

"We are really satisfied with the result achieved. The trucking world has changed in the past three years: the number of autonomous carriers decreased in favor of medium and large-sized aggregated entities. And with its offer, Transpotec succeeded in following this change. The thing that really matters today is the quality and profile of visiting operators, a distinctive element at Transpotec that has been unanimously recognized. The thermometer of success is the satisfaction of the companies we listened to over the past few days and the fact that the exhibition, something not to be taken for granted, was also an opportunity for many to close deals and sales" – said **Paolo Pizzocaro**, Exhibition Director of Transpotec Logitec.

**HEAVY DUTY TRANSPORT: EFFICIENCY, SAFETY, ERGONOMICS.
ELECTRIC IN THE SPOTLIGHT**

The important presence of **Heavy duty manufacturers** – DAF, Ford Trucks, Iveco, Mercedes-Benz Trucks, Scania, Volvo Trucks – represented more than 80% of the market. The offering was the result of an ongoing research aimed at developing vehicles that are increasingly efficient, safe, ergonomic and ready to face energy transition.

In particular, many proposals were focused on sustainability and, at the same time, on reducing the total cost of ownership, much of which depends on fuel consumption. Several brands unveiled **state-of-the-art thermal engines** capable of delivering fuel savings ranging from 8% to 13%, which in a year means more than 3,000 liters, together with other proposals based on **biomethane and compressed gas**.

Many were the proposals engaging with the **electric frontier**, characterized by its quietness, low environmental impact and attractive performances. Several manufacturers focused their offering on "zero impact," with previews of all-electric or hybrid vehicles. Research in this field proved to be very advanced, with

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vehicles promising a range of about 400 km, although a parallel infrastructural intervention is also needed to permanently develop the market.

However, the choice of the vehicle is not only determined by performance and efficiency. At Transpotec Logitec, there was also a place for the **style and beauty** of vehicles designed to touch the hearts of enthusiasts. From operation "nostalgia," with vehicles reinterpreting an iconic 1980s model, to limited editions created by well-known designers.

Finally, great attention is paid to **ergonomics** and driving quality, with increasingly spacious cabins and super-comfortable fittings dedicated to those who make trucks their second home.

LIGHT COMMERCIAL: THE "TAILORED" PARTNERS

Even in the world of "light" – dominated by proposals from Iveco, Ford Italia, Koelliker, Piaggio, and VEM – the engine is what makes the difference. As for their larger "cousins", the goal is to achieve savings combined with sustainability, with a strong focus on electric and green solutions, which are a trump card for managing **urban mobility and the last mile**.

Fittings are the other strong point: thanks to "tailored" set-ups, light commercial vehicles are transformed into partners on wheels for every hauler, craftsman or trader. On display were solutions that could best meet the various needs of clients, dedicated to both standard freight transport – with modular proposals for each type of shipment – and temperature-controlled transport.

LOGISTICS: FROM COST TO A MARKETING AND EFFICIENCY LEVERAGE

Intelligent solutions programmed with predictive logic, increasingly refined systems for data collection and analysis, platforms able to track the shipment of goods at any time and monitor driving style and quality: logistics received a lot of consideration – partly thanks to the dedicated Village – and proved to be increasingly 4.0 and, above all, sustainable.

Therefore, the "Logitec" soul of the fair was very strong, in a time in which logistics is facing great changes. After many years in which it was considered a cost to be managed and cut down as much as possible, nowadays, in the age of e-commerce, "thoughtful" transportation proves to be a valuable resource to enhance the value of products on sale. In this sense, carriers are the key players of a change of mindset involving first of all the client, who is called upon to transform the supply relationship into a true partnership.

TRAINING AND CHALLENGES FOR THE SECTOR

Transpotec Logitec was also a fundamental opportunity for meeting and networking: from major institutions, to associations and operators at all levels, the scheduled meetings allowed to take stock of the sector's state-of-the-art,

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highlighting the main challenges to be faced by all its professionals, strengthening current synergies and implementing new ones.

A significant example of "supply chain" initiative was the **License Project**, implemented by Transpotec in collaboration with the TV show Next to the Truckers and with the support of companies in the sector. A concrete initiative, but at the same time symbolic, in order to raise awareness on the serious problem of generational turnover. Ten hauliers with a median age of 32 were given free access to the driving school to obtain C and E licenses and the CQC, but most importantly, upon completion of the training, they will have the opportunity of being hired by the same companies that are partners in the project.

The shortage of drivers represents a serious problem, further aggravated by the median age of those in employment, which is getting closer and closer to 50. In this regard, a strong signal of support also came from the Ministry of Infrastructure and Sustainable Mobility: at the inauguration of Transpotec Logitec, **Deputy Minister Alessandro Morelli** recalled that, as of next July 1st, those between 18 and 35 years of age will be able to go to a driving school and apply for the "Buono Patente Autotrasporto" contribution, thus having the opportunity to obtain a voucher that covers up to 80% of the costs for the license. An initiative that is worth 25 million euros for 10,000 licenses issued between now and the next five years.

OUTDOOR AREAS: A SPACE FOR EXPERIENCES

Outdoor areas represented a true experience in the world of trucking and the various initiatives were welcomed with great enthusiasm.

With **more than 750** participants, test drives allowed visiting operators, assisted by experienced drivers from DAF, Mercedes, Ford Trucks, Scania, and Volvo Trucks, and coordinated by the editorial staff of Next To The Truckers, to test on the road the newest models and different engines, from thermal engine to 100% electric.

Finally, during the weekend the passion exploded thanks to **METS - Milano European Truck Show**, the large gathering of customized vehicles that in **18,000 square meters** welcomed **Europe's 250 most beautifully decorated vehicles**.

Colorful, highly-technological, beautiful and, above all, unique vehicles: from references to movies - with trucks dedicated to Totò and Peppino, the Spartans from 300 and the Alien saga - to tributes to music and sports legends - Valentino Rossi, Pino Daniele, Maradona - up to vehicles that took part to the Paris Dakar, customized with Disney motives or praising peace to give a message in response to recent news.

Another way to showcase the importance and excellence of the industry, but also to share a passion without boundaries.