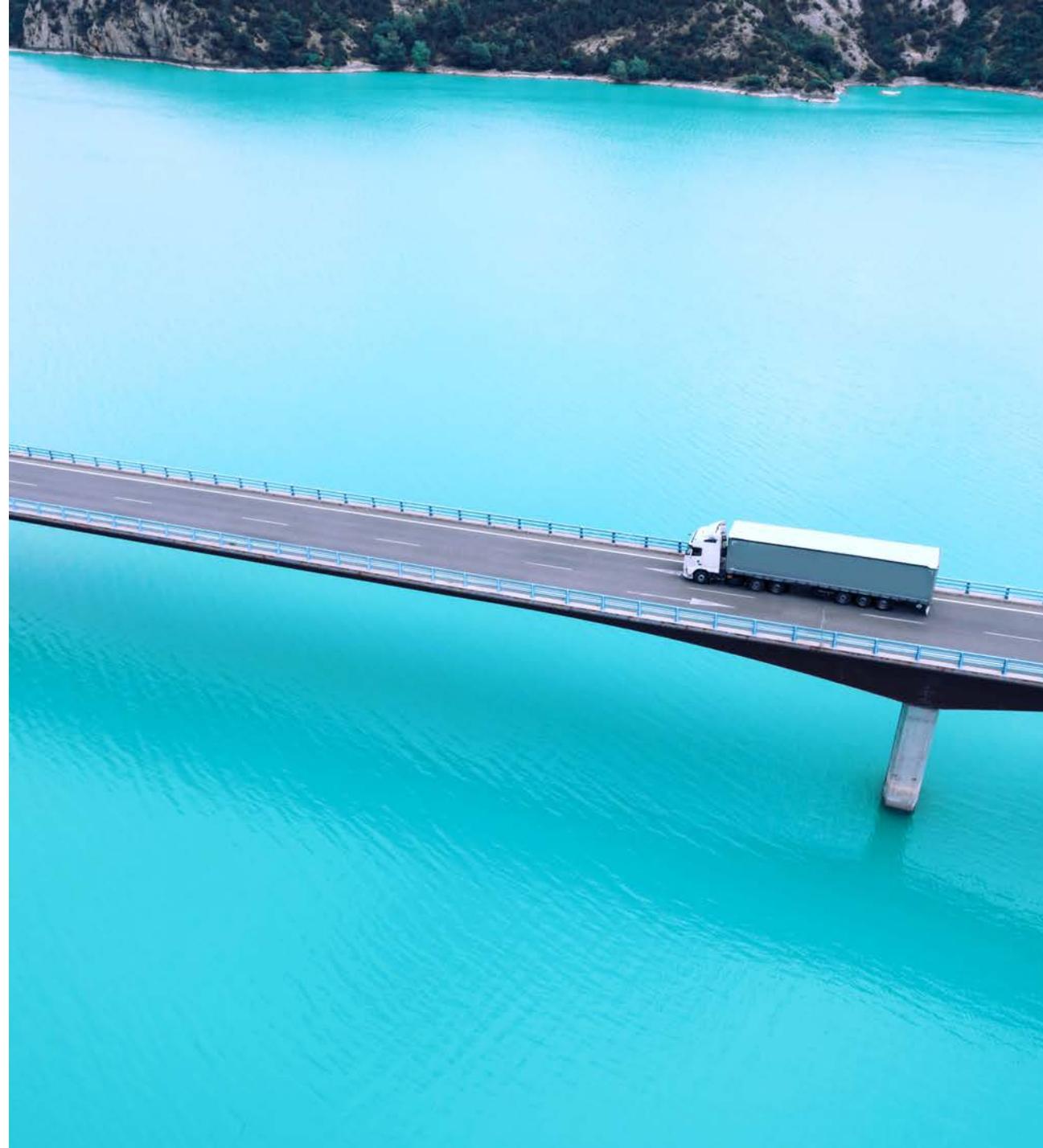




# IRU Partnership

Driving the future of mobility  
and logistics, together

For a world  
in motion



# We are the world road transport organisation



# Over seven decades of driving road transport

Since its foundation in 1948, IRU has been driving economic growth in more than 100 countries, upholding the interests of all road transport operators with increasingly efficient ways to connect societies.

# Our network

170+ members and partners in 75+ countries



**70%**  
LOGISTICS

**30%**  
MOBILITY

# Our network

Long-standing partnerships



Media partners

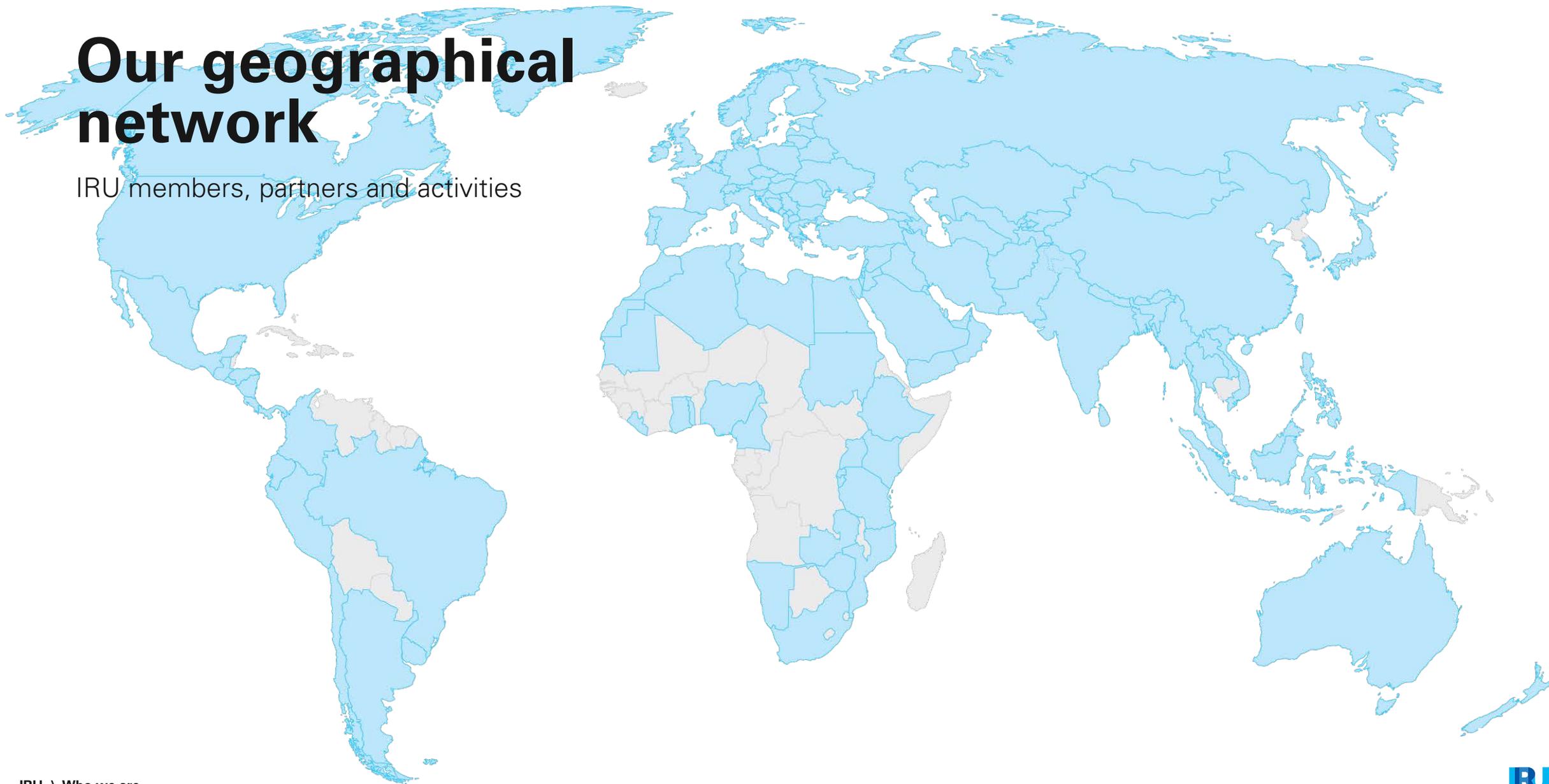


Accreditations



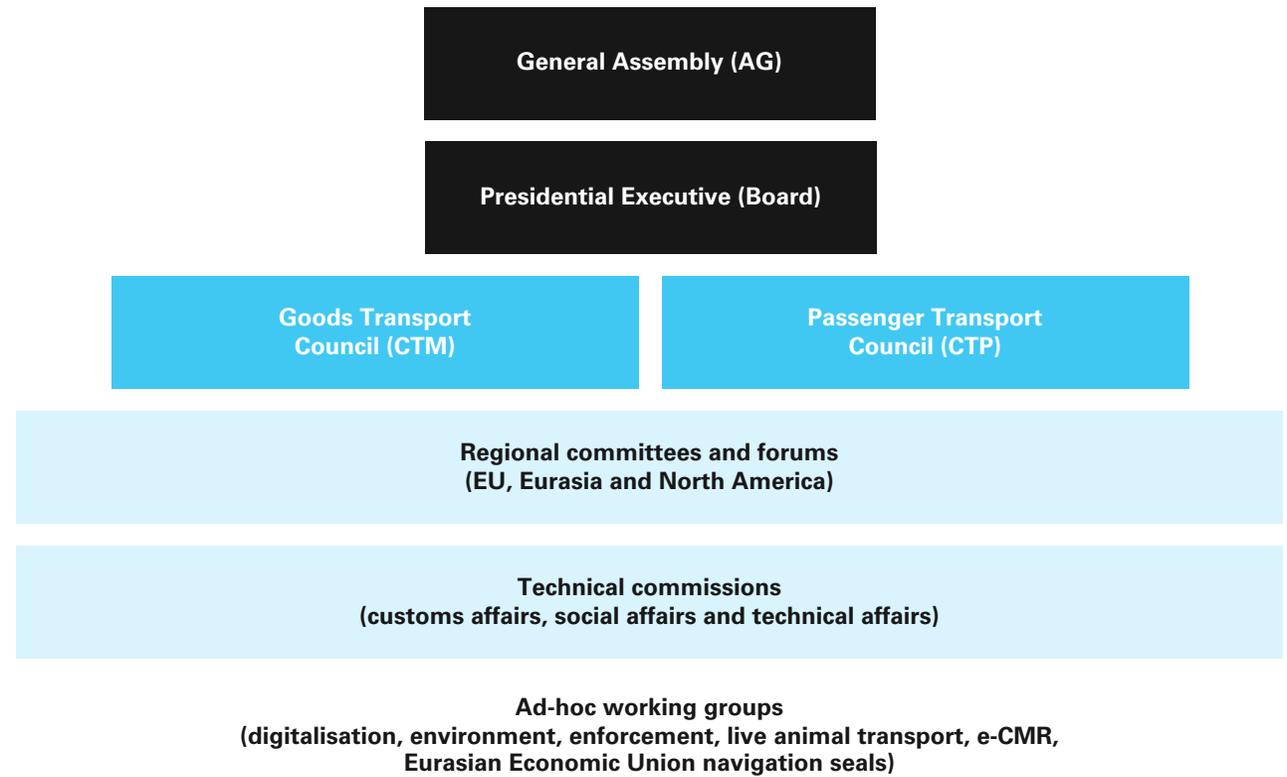
# Our geographical network

IRU members, partners and activities



# Our organisation

IRU is driven by industry experts worldwide



# Our vision

Be the global leader in  
connecting societies with  
safe, efficient, green  
mobility and logistics

# How we deliver our vision

## SAFE

### PROFESSIONAL TRANSPORT

- ▶ IRU has put industry's workforce and safety at the heart of transport, developing global standards and driving innovative training, skills profiling and certification systems.
- ▶ Now, we are helping the industry combat driver shortages and attract talent and reinforce safety via the IRU Academy, Examiner and RoadMasters platforms.

## EFFICIENT

### EFFICIENT TRANSPORT

- ▶ IRU has made transport more efficient with standards and systems for border crossings, vehicle specifications, market access rules, business processes and modal cooperation.
- ▶ Now, we are helping the industry digitalise and optimise operations, especially with the e-CMR consignment note standard and TIR customs transit system.

## GREEN

### SUSTAINABLE TRANSPORT

- ▶ IRU has led sustainability for decades, driving engine pollutant standards, eco-driving training and launching the first industry-wide sustainable development charter almost 30 years ago.
- ▶ Now, we are helping the industry decarbonise to become fully carbon neutral by 2050 via IRU's Green Compact commitment, roadmap, research and tools.

Lead the  
industry  
with us



# Unlock your exclusive IRU partner benefits

## Stay ahead

Gain exclusive insights and comprehensive regulatory data

## Network and grow

Build powerful industry connections and learn best practices

## Elevate your brand

Boost visibility and secure speaking opportunities

# What sets us apart?

Unparalleled market intelligence, strategic partnerships, exclusive networks and influential presence

## INTELLIGENCE

- ▶ Dedicated expert-led team
- ▶ Proprietary research and data
- ▶ Operational insights from a vast global-to-local network

## ACCESS

- ▶ Industry-focused network
- ▶ High-level partnerships
- ▶ Global outreach and success stories

## INFLUENCE

- ▶ Global decision-maker connections
- ▶ Deep engagement with transport leaders
- ▶ Decarbonisation leadership

# What's in it for you?

## INTELLIGENCE

- ▶ Direct access to our experts
- ▶ Exclusive insights on regulatory topics
- ▶ Comprehensive IRU data and knowledge
- ▶ Best practices from our vast industry network



# What's in it for you?

Our intelligence offering



- ▶ Gain access to IRU Intelligence Briefings and the IRU DataLab, including valuable insights on safety, decarbonisation, and industry data
- ▶ Access our IRU Journey Planning Information tool and receive Flash Info updates
- ▶ Explore fuel prices updated weekly



- ▶ Receive regular updates on key regulatory topics
- ▶ Receive tailored data and analysis upon request



- ▶ Direct contact with IRU intelligence experts



- ▶ Gain fresh insights at our intelligence webinars
- ▶ Receive exclusive IRU roundtable reports

# What's in it for you?

## ACCESS

- ▶ Boost your visibility and exposure
- ▶ Secure speaking opportunities
- ▶ Build industry-focused network connections
- ▶ Benefit from exclusive IRU event invitations

# What's in it for you?

Our access offering



- ▶ Participation in Green Compact and Innovation & Technology roundtables
- ▶ Participation in selected IRU working groups



- ▶ Co-branding of IRU Intelligence Briefings or event content
- ▶ Enhanced visibility through IRU channels, events, and prime logo placements\*



- ▶ Speaking slots at IRU webinars and events
- ▶ Custom-tailored presentations available upon request for your events or high-level meetings\*



- ▶ On-demand business introductions

“Working with IRU is a highly valued partnership. I look forward to discovering inspiring ways to positively impact the industry for the greater good. Discussing strategies with partners is particularly insightful when it comes to a complex challenge like decarbonisation.”

**Kristin Hodgkinson**

**Senior Partner Marketing  
Manager, EMEA**

**Lytix**





“The IRU roundtable were a great opportunity to connect the dot between multiple stakeholders, all focused on finding and testing concrete solutions while pushing for a pragmatic and efficient decarbonisation strategy.”

**Thomas Ledoux**  
**CTO - Services & Solutions**  
**Business Line**  
**Michelin**

“The IRU Intelligence Platform is an invaluable resource, allowing us to draw on data-driven expert reports on a range of key topics related to commercial road transport, including alternative fuels, fuel prices and macro-economic trends.”

**Antonio Chiesa**  
**Public Affairs Manager**  
**DKV Mobility**





“Advancing on the adoption of eMobility requires a holistic and collaborative approach, involving various stakeholders, such as manufacturers, dealers, distributors, users, governments, and financiers. Therefore, we are pleased to be an official partner of IRU, joining forces with their vast network of associations, professionals, organisations and much more to accelerate this transition.”

**Global Commercial Lead for eMobility**  
**Nick Antoniou**  
**DLL**



**Contact our  
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