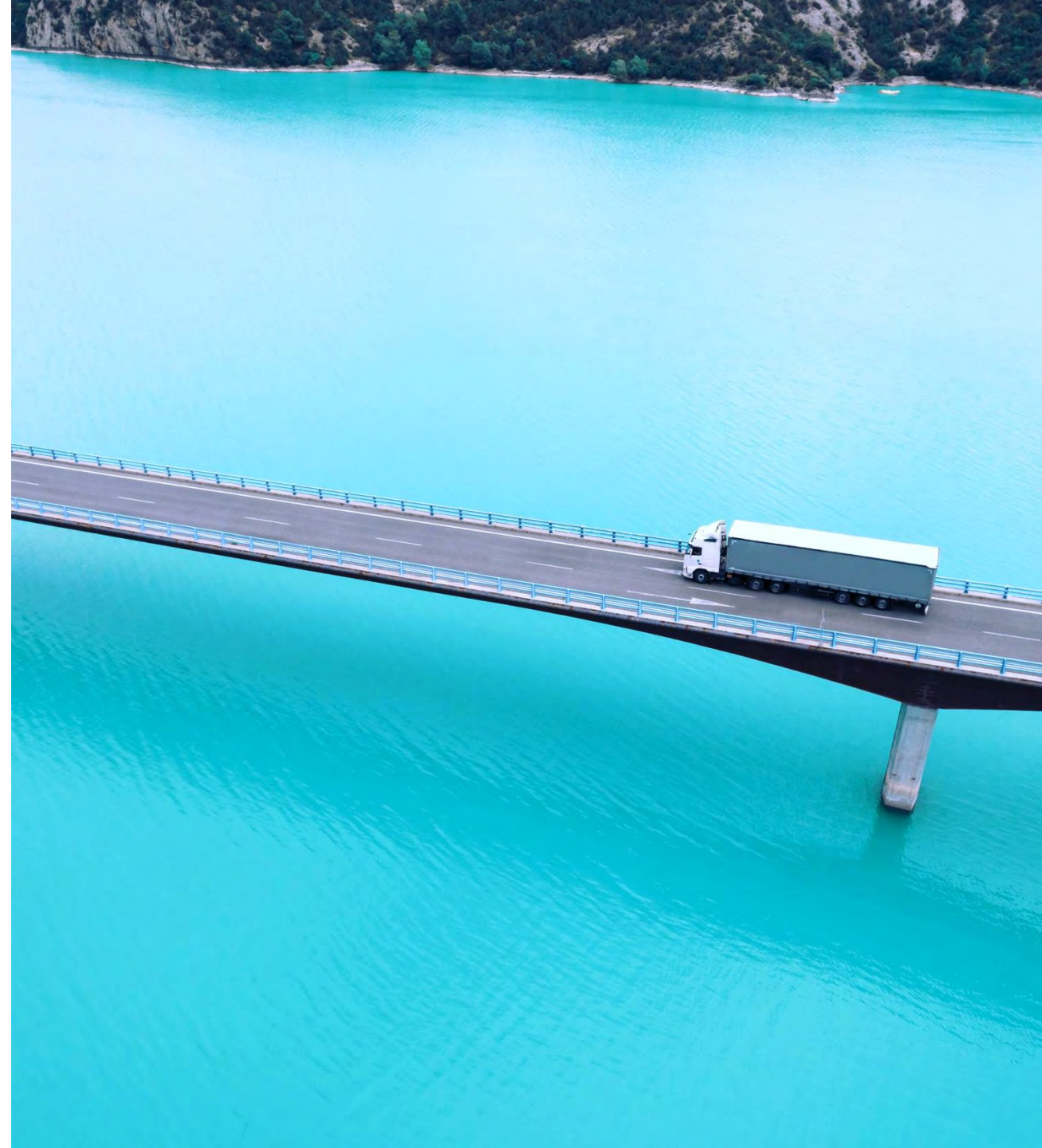




IRU Partnership

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

175+ members and partners in 75+ countries



70%
LOGISTICS

30%
MOBILITY

Our network

Long-standing partnerships



Media partners

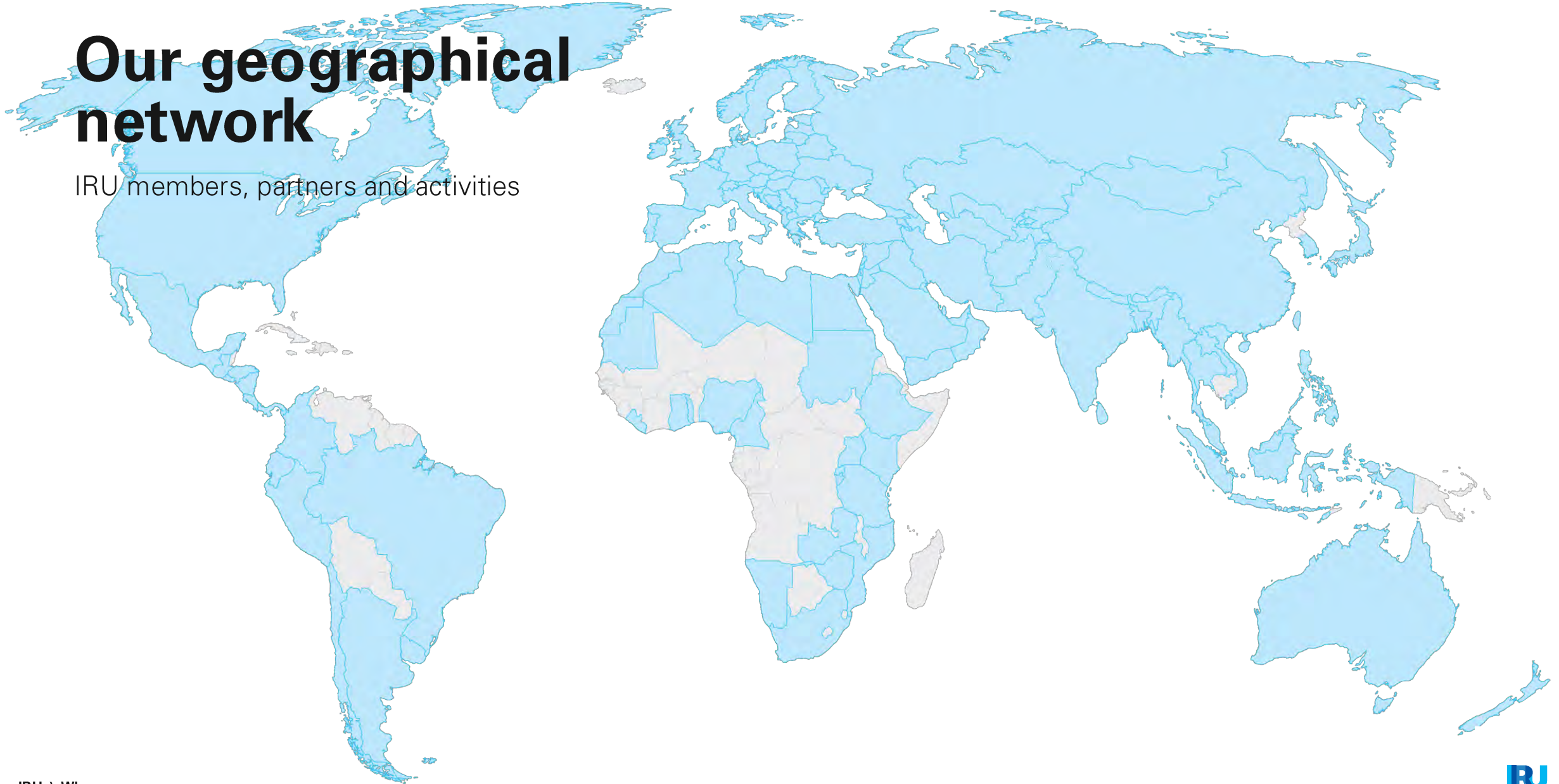


Accreditations



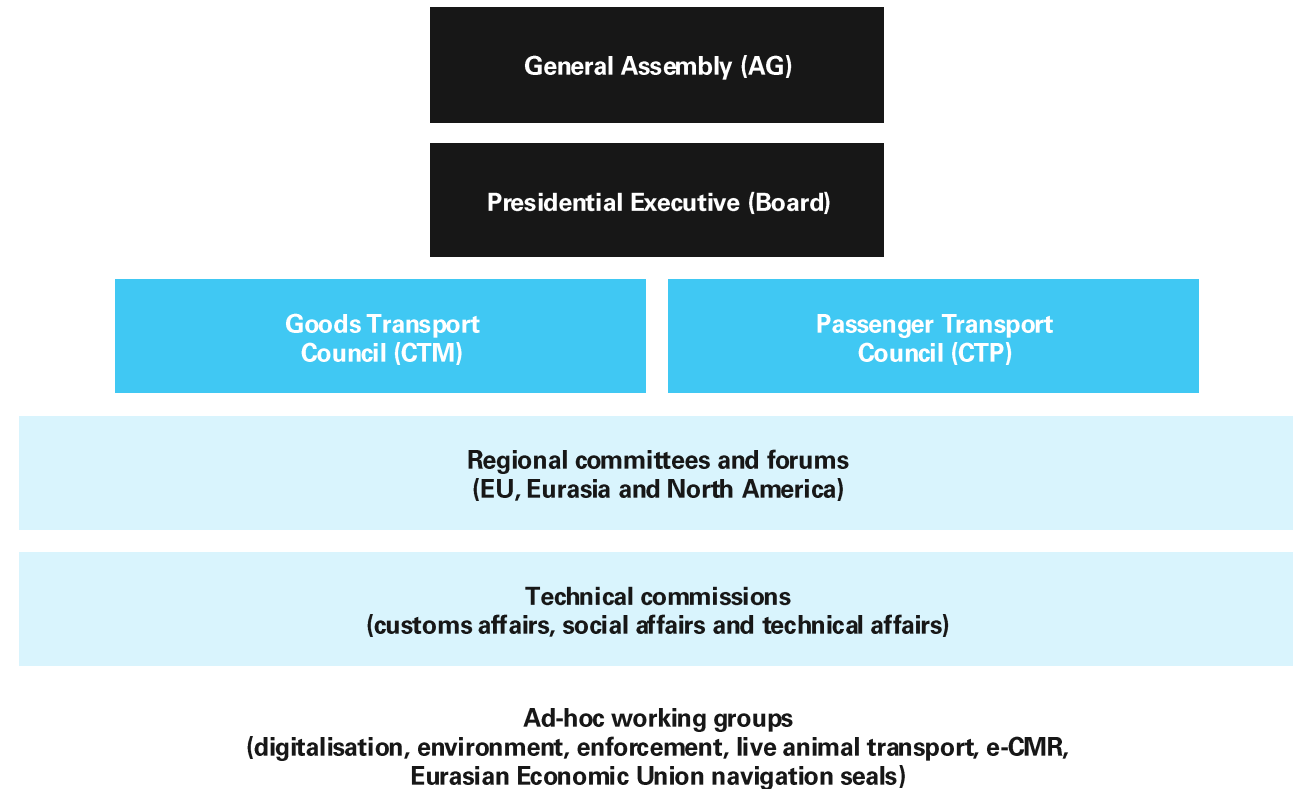
Our geographical network

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 IRU experts and analysts
- ▶ Timely regulatory and market updates
- ▶ Trusted IRU data and market knowledge
- ▶ Industry best practices from a global transport network



What's in it for you?

Our intelligence offering



Market & industry intelligence

- ▶ **IRU Intelligence Briefings:** Expert analysis on road transport markets, regulation and industry trends
- ▶ **IRU Monitorings:** Ongoing tracking of key market and policy developments
- ▶ **IRU DataLab:** Structured access to IRU datasets for deeper analysis

Operational & regulatory insights

- ▶ **Regulatory updates:** Timely information on key regulatory topics
- ▶ **Journey Planning Information:** Practical guidance on routes, restrictions and operating conditions
- ▶ **Flash Info:** Short-notice alerts on urgent developments
- ▶ **Fuel prices:** Daily fuel price data with regional coverage

Expert access & tailored intelligence

- ▶ **Direct access to IRU experts and analysts:** Clarification, context and guidance on key issues
- ▶ **Ad hoc data and analysis:** Tailored intelligence responding to specific questions or challenges

Shared intelligence & dialogue

- ▶ **Intelligence webinars:** Fresh insights on priority topics with IRU experts
- ▶ **Exclusive roundtable reports:** Key takeaways from peer-level discussions across the IRU network

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

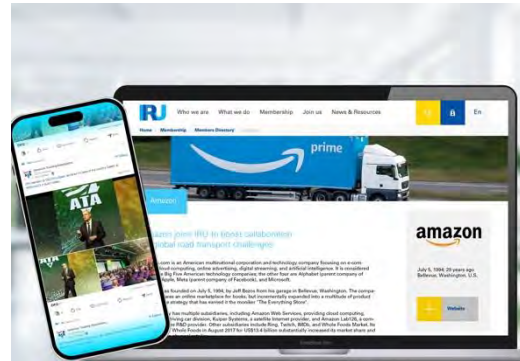
What's in it for you?

Our access offering



Shape industry conversations

- ▶ Participation in Green Compact and Technology & Innovation roundtables
- ▶ Possibility to co-host an IRU roundtable
- ▶ Participation in selected IRU working groups
- ▶ Participation in IRU statutory meetings



Amplify your brand

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



Position your expertise

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



Unlock business opportunities

- ▶ 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

Overview: IRU engagement tiers

Stay ahead Gain exclusive intelligence and comprehensive regulatory insights	Network and grow Elevate your brand reputation and build powerful industry connections	Influence and lead Drive industry policies and share your positions
IRU INTELLIGENCE PLANS		
	IRU PARTNERSHIP	
		IRU MEMBERSHIP

IRU engagement tiers

Comparison table

		INTELLIGENCE PLANS				PARTNERSHIP	MEMBERSHIP
		Fuel prices	Operational	Strategic	Complete		
INTELLIGENCE Stay ahead	Fuel prices	✓	✓		✓	✓	
	Flash Info		✓		✓	✓	
	Journey Planning Information		✓		✓	✓	
	IRU Intelligence Briefing			✓	✓	✓	
	IRU Intelligence Monitoring			✓	✓	✓	
	IRU DataLab			✓	✓	✓	
	Regulatory updates (IRU Pulse)			✓	✓	✓	
	Dataset sharing on request					✓	
	Consultations with IRU intelligence experts					✓	
ACCESS Network and grow	Participation in Green Compact roundtables				✓	✓	
	Participation in Technology & Innovation roundtables				✓	✓	
	Participation in selected IRU working groups				✓	✓	
	Co-branded IRU Intelligence Briefing, webinar or campaign				✓	✓	
	Speaking slot at IRU public events				✓	✓	
	One-to-one introductions				✓	✓	
	Targeted content promotion via IRU channels					✓	
	Tailored presentations by IRU experts for your events					✓	
	Invitation to IRU statutory meetings					✓	
	Opportunity to host IRU roundtables					✓	
INFLUENCE Influence and lead	Advocacy updates and impact assessments on key regulatory topics					✓	
	Access to legislative and policy documents					✓	
	Contribution to IRU positions					✓	
	Participation in IRU commissions and thematic working groups					✓	
	Closed-door discussions and targeted introductions with regulators					✓	
	Consultations with IRU advocacy experts					✓	



**Contact our
experts today:**

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in motion**