

## Priority Freight Confirms Commitment to Polish Market

*Priority Freight, the leading logistics service provider specialising in time critical deliveries across Europe, has announced the establishment of its local business entity in Poland, Priority Freight Sp z.o.o.*

Having been active in the Polish market for some three years, Priority Freight is now underlining its commitment to the service of established and potential customers by investing in a Polish business entity based in the region of Lower Silesia in Wroclaw. The move is also part of the Company's on-going strategy of expansion in Europe designed to strengthen its service offering to the industrial sectors in which the primary demand for time critical transport occurs: automotive, aviation/aerospace, energy and pharmaceuticals.

"In order to most efficiently fulfill the demands of our customers' increasingly complex and vulnerable supply chains throughout Europe, we are continuing our programme of establishing our own offices in critical locations," explained Priority Freight Group Managing Director, Neal Williams. "Wroclaw's location means that it is well situated to serve the growing Polish automotive supply sector. Poland is now one of the leading producers of auto parts in Europe and is experiencing consistent economic growth despite the current global recession. The new office complements our existing bases in the UK and Germany and will be critical in managing our expanding network of transport service providers."

Priority Freight has a no-nonsense approach to its customers' emergency freight transport needs. It emphasises careful planning, where possible, meticulous attention to detail in considering alternative solutions to a given challenge and hands-on attention to a shipment's progress at every stage of its transit. Utilising its experienced staff of dedicated, multi-lingual professionals to communicate closely with clients about their delivery timings and related costs, Priority Freight prides itself on engineering the most suitable 'mode-mix' in any given situation to achieve a successful time sensitive delivery.

Operations Manager Poland, Arek Kowalewski will lead the Priority Freight team in Wroclaw. Arek has career experience in both the automotive and aerospace sectors, which he believes is essential in managing the nuances of the supply chain demands unique to those industries. He comments, "In the time critical niche of logistics service provision, intimate knowledge of the particular characteristics of a customer's business model is very important. Priority Freight's staff in Poland, as is the case throughout the Company, are constantly aware of the customers' goals and service parameters which they apply to each and every shipment."