



Press release

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traxi, the German leader in digital trailer hire, secures a €1.5 million investment from trailer manufacturer BLYSS

BLYSS transporttechnik GmbH, one of Europe's most dynamic trailer manufacturers, joins traxi, the digital trailer rental tech startup, as a strategic partner, complementing existing investor Via ID. As Germany heads into recession, traxi is focusing on growth and expansion - backed by a new €1.5 million funding round. With BLYSS as its partner, traxi is continuing to expand in Germany and France, while preparing to enter the Austrian and Polish markets.

In 2022, traxi received a seed investment from Via ID, the investment fund and business accelerator of Mobivia, the European leader in automotive services (A.T.U, Norauto, Midas, etc.). As part of the Series A financing round, the Gelsenkirchen-based start-up teamed up with BLYSS transporttechnik, an additional partner, to raise €1.5 million.

There is a growing trend in society to move away from owning to using shared resources. Many people prefer flexible sharing models to expensive purchases, in order to cut costs and act in a more sustainable way. This trend applies particularly to vehicles and means of transport. This is precisely where traxi comes in: with its innovative 24/7 app-based trailer hire service, the company offers a solution that is perfectly suited to this growing demand for flexible and simple hire.

“Germany is sinking into recession. Economic pressure is currently extremely high and many companies are facing major challenges. The fact that we were able to win over an investor from the sector in this phase, who was convinced by our system and our business plan, underlines traxi's innovative strength and its ability to look to the future. Despite difficult market conditions, we see great growth potential for the coming years with our sharing model”, explains Iakov Akishin, founder and CEO of traxi. BLYSS's investment will enable traxi to meet growing demand. The company can continue to develop its infrastructure in Germany and extend its offer to other European markets.

Via ID remains a central partner and continues to support traxi in implementing this growth strategy. “Our collaboration with traxi has been extremely fruitful. The start-up's healthy and rapid growth on the German market demonstrates its great potential. In view of the current

outlook and planned projects, we believe that this is the right time for traxi to accelerate its expansion and conquer new markets”, says Jean-Luc Rippinger, Venture Partner & Director of European Operations.

Synergies for growth and international expansion

As a well-established trailer manufacturer, BLYSS brings extensive expertise and knowledge of the sector, which strengthens traxi's ability to continuously improve the quality and diversity of its rental offering. In addition, the partnership opens up valuable opportunities in the Polish market, where BLYSS already has a strong presence. Thanks to its knowledge of the market and the easing of legal and linguistic hurdles, BLYSS is accelerating traxi's international expansion. Thanks to this partnership, BLYSS is securing access to a fast-growing market in the field of the sharing economy and digitalisation, and is opening up new target groups for its products. As a partner of traxi, BLYSS is also positioning itself as a forerunner in the digital transformation of the trailer industry, making the company future-proof and competitive.

“Our investment in traxi fits in perfectly with our vision of developing innovative, global trailer solutions,” explains Andreas Blyß, Managing Director of BLYSS transporttechnik. “We see great potential in digital trailer rental and are convinced that traxi is perfectly positioned to transform the European market. Together, we want to open up new markets in these challenging times and actively shape the future of the sector”.

Roll-out planned for Germany, Austria, France and Poland

traxi will soon be operating 75 sites throughout Germany and plans to expand to 160 sites by spring 2025, equipped with a total of 800 trailers. In addition to the expansion in Germany, traxi is preparing to enter the Polish market and has also announced an expansion into Austria in autumn 2024. Contract negotiations with a major market player are already on the agenda. In addition, expansion into France with new stations is also planned to strengthen the company's presence in the European market.

With the support of BLYSS and Via ID, traxi is positioning itself as the leader in digital trailer hire in Central Europe and setting new standards in the sector.

About traxi

Traxi Sharing GmbH is an innovative provider of 24/7 digital trailer hire services. With its user-friendly application, it offers a simple and flexible solution for trailer hire. The fixed docking stations are located in the car parks of renowned partners such as ATU, Marktkauf, toom Baumarkt and Norauto, guaranteeing convenient and widespread availability. The Gelsenkirchen-based start-up was founded in 2020 and has since become a major player in the digital mobility sector, with soon to be 75 sites in Germany and one station in France.

For more information: www.traxi-trailer.com

About BLYSS

BLYSS transporttechnik GmbH was founded in 1996 by Andreas Blyß and has developed over the past 25 years into one of Europe's leading suppliers of car trailers. The company offers a wide range of trailers and transport solutions, from standard to special models. At five sites in Germany and four in Poland, some 6,000 trailers are available for different types of transport. 'Doing nothing is synonymous with regression', according to the owner - which is why proactive development of products, their manufacture and customer experience is a top priority at BLYSS. In this way, the company sets new standards and continues to drive the industry forward with innovative solutions.

For more information: www.anhaenger.de

About Via ID

The business accelerator provides long-term support for projects and entrepreneurs in the field of sustainable mobility, with the aim of creating future market leaders. With sites in France (Paris, Lille) and Germany (Munich) and a portfolio of more than 25 startups, Via ID manages the largest accelerator programme specialising in mobility in France (Moove Lab). Via ID also maintains partnerships with leading players in the sector, notably through the European Startup Prize for Mobility and the Mobility Club. Via ID is part of the Mobivia group, the European leader in automotive services (Norauto, Midas, ATU, etc.).

For more information: www.via-id.com / @Via_ID

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