

## Press release

### Florian Modrich appointed head of sales at idem telematics

- The 41-year-old manager took charge of the sales team in December
- Long-standing experience with a navigation system provider
- idem telematics leads the truck and trailer telematics market with more than 60,000 units currently in service

**Munich, 08.05.2018** --- Florian Modrich (41) has been overseeing the sales team of idem telematics since December 2017. As head of sales, he is responsible for distributing the market leader's truck and trailer telematics systems throughout Europe.

Florian holds a degree in engineering, has already accumulated extensive professional experience, and is now looking forward to honing his new employer's sales processes and steering it to further success. "Keeping close to customers takes utmost priority, in particular by actively nurturing our contacts," he explains. "We also intend to showcase our new solutions in the most effective way by focusing on their benefits."

Jens Zeller, managing director of idem telematics, adds, "We are delighted to welcome Florian Modrich on board. He is a highly skilled expert who possesses a wealth of knowledge in the field of marketing and sales. He has bolstered our position as we embark on a crucial drive to develop our telematics business in Europe."

The national and international sales and consulting teams of idem telematics have already been enlarged for this purpose. In his new role, Florian Modrich is the first point of contact for these advisers and the diverse business challenges they face every day. "I discovered during the first few weeks here that the prospects are very bright," he comments. "The team members are open with each other, well qualified and friendly – and I feel very much at home. For me, an attitude to work that focuses on problem solving is key, and I'm sure that we can adopt the necessary practices here together."

Before joining idem telematics, Florian was employed for 16 years by United Navigation GmbH, which develops and supplies high-end hardware and software in the mobile navigation segment. One of its brands is Becker, which leads the truck navigation aftermarket. For the last nine years Florian was the company's head of sales.



**Picture caption:** Florian Modrich is responsible at idem telematics for European sales of the company's truck and trailer telematics solutions (photo: idem telematics GmbH)

#### **About idem telematics GmbH**

*idem telematics GmbH, which is headquartered in Munich and operates a local office in Ulm, is one of the leading providers of telematics solutions for trucks and trailers. By consolidating the data worlds of towing vehicle units and trailers, the telematics specialist – a member of the BPW Group since 2012 – can also offer an all-in-one system for the complete tractor-trailer. The telematics solutions from idem telematics GmbH increase the transparency and economic efficiency of transport processes for vehicle operators and in this way make a significant contribution to implementing the international mobility partnership of the BPW Group. idem telematics currently employs around 70 people. [www.idemtelematics.com](http://www.idemtelematics.com)*

#### **About BPW Group**

*BPW Group, based in Wiehl, Germany, is a dependable international mobility and system partner for the transport industry, serving as a one-stop shop for innovative solutions. Its portfolio embraces axles, suspension systems and brake technologies (BPW), locking systems and bodywork technology (Hestal), lighting systems (Ermax), composite technologies (HBN-Teknik), and user-friendly telematics applications for trucks and trailers (idem telematics). BPW Group's technologies and services support manufacturers' cost-effective workflows and enable vehicle operators to manage their fleets efficiently by maximising the transparency of loading and transport processes. The owner-managed BPW Group encompasses 70 companies worldwide and employs around 7,000 people. [www.wethinktransport.com](http://www.wethinktransport.com)*

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