



Press release

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Logistics partner – on the pulse of the Tour de Romandie

Since 2020, Camion Transport Ltd has been at the side of the Tour de Romandie as a logistics partner. On 26 April 2022, it will be time once again. Then, the starting signal will be given for the 75th edition of the cycling tour of western Switzerland. In the thick of it all with a lot of enthusiasm and pride: The transport and logistics company with its headquarters in eastern Switzerland, anchored in western Switzerland since 1975.

Nothing works without well thought-out logistics. Therefore, the organiser of the Tour de Romandie counts on the logistical support and coordination of Camion Transport with its branch in Vufflens-la-Ville. The premiere year was cancelled due to the coronavirus. The team in Vufflens-la-Ville was therefore all the more pleased about the green light for this year's tour. «We have successfully contributed to the logistical organisation of the Tour de Romandie 2021. The coronavirus pandemic posed some challenges for us. Thanks to our quick response and flexibility, we were able to fully meet the organiser's expectations and the government requirements», sums up Michel Cavin, Head of Sales Romandy at Camion Transport Ltd and responsible for the logistics partnership. Especially in times of crisis, the value of a reliable partner is of great importance.

Looking ahead: The mandate for the logistics specialist remains unchanged. The company premises in Vufflens-la-Ville will again be the hub for the seventy support cars used in the Tour in 2022, with handover to the drivers. The material for the tour will also be stored and organised here. Camion Transport will also provide transport between the various stage locations. Two truck-trailer combinations, a city liner and a solo vehicle will be used for this purpose. Just like this year.

It is a perfect fit for Camion Transport, this commitment to cycling. Sustainability is a matter of course and the norm for the family company. In 2019, it launched the pilot project «Emission-free to the city centre», a delivery concept focusing on last mile cooperation with bicycle couriers. This concept is now used in five towns, including Geneva and Vevey. Michel Cavin explains: «Our partners Vélopostale and Vélocité Riviera deliver the small consignments to the city centre in their small vehicles without any emissions. A brilliantly environmentally friendly solution for urban goods distribution.» The company has set itself ambitious goals: Emission-free delivery to city centres from 2025, to urban regions from 2030. Another goal, long-distance transport: The transport service provider wants to cover the majority of long-distance routes with zero-emission vehicles from 2040.

You can feel that this logistics partnership is more than just a sponsorship for Camion Transport. The team in Vufflens-la-Ville is putting their heart and soul into it, looking forward to pedalling for the Tour de Romandie again in 132 days and ensuring that everything runs smoothly.

Camion Transport Ltd (CT) is one of the leading transport and logistics companies in Switzerland. An average of 7,500 consignments and logistics orders are processed per day at the 14 locations. The family business employs 1,400 people and operates a fleet of 610 vehicles. With the «Eco Balance by Camion Transport» programme, CT pursues environmentally friendly and sustainable corporate management. www.camiontransport.ch

«Eco Balance by Camion Transport»

The leading position in transport ecology is the goal. Camion Transport strives to keep economy and ecology in balance as far as possible. The company implements this with the sustainability programme «Eco Balance by Camion Transport», which won the Eco Performance Award in 2012. This includes continuous investment in a modern vehicle fleet, the further development of services, the sensitisation of employees and the intelligent combination of different modes of transport.

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