

## Brau Union and Einride join forces to electrify company's freight operations in Austria

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Brau Union Österreich and freight technology company Einride announced their partnership in electrifying road freight operations across Austria. Initial operations kicked off in January, showcasing the next step for Brau Union Österreich in reducing CO2 emissions within their supply chain.

Routes for the first wave are now running fully electric between the Güss and Puntigam breweries, the Brau Union Österreich Hub & logistics centre in Wundschuh to sales and partner warehouses in southern Austria. Utilising eight vehicles as a first step, around 20 deliveries a day are now powered by electricity from renewable sources.

These e-trucks are estimated to save around 400 tons of CO2 over approximately 378,000 kilometres a year. In other words, this first wave in 2025 achieves an estimated emission reduction of about three per cent of the full primary domestic distribution in Austria. This must be seen as an initial step towards the electrification of freight transport, which still faces challenges, including the availability of extensive charging infrastructure and the current limitations of e-trucks for long-haul routes.

Following this initial wave of deployment, Brau Union Österreich and Einride will further expand the partnership with 20 more e-trucks, adding routes across Vienna, Upper Austria, Lower Austria and Styria, starting later in 2025. This will be supported

by the full Einride platform, which includes the 28 electric vehicles and charging infrastructure at Hub SÅ¼d, all connected and optimised with intelligence from the AI-powered Einride Saga operating system.