

Auto Transport platform Transporting Wheels becomes TransConnect

ZWOLLE – On 3 March, the European car transport platform Transporting Wheels will officially rebrand as TransConnect. This new brand identity marks the next phase of growth for the Zwolle-based company, which has evolved into the leading online platform for B2B car transport in Europe. The fresh new identity highlights TransConnect's core values: technology-driven innovation, sustainable solutions, and a personal approach.

CEO Maarten Klanderman sees the name change as a natural step forward: "The Transporting Wheels brand no longer reflected who we are or where we are headed. We started as a small-scale operation, and today, we are a company with more than 70 employees. The name TransConnect perfectly suits our role as a key link in the European car transport market. 'Trans' represents transport, while 'Connect' symbolises the strong relationships we build with our customers, partners, and employees. Our customers can count on seamless and efficient car transport, enhanced by new technologies such as data analytics, which help reduce delivery times and improve service."

Innovation and Growth Across Europe

TransConnect is set to launch a new app for its transport partners and further optimise its dynamic pricing model. Sustainability remains a key priority, with customers able to opt for a biofuel swap (HVO), cutting transport-related CO₂ emissions by up to 90% compared to conventional diesel, or even offset their entire carbon footprint.

The company is also accelerating its international expansion. This year, TransConnect will strengthen its presence in Germany and France by opening new offices and hiring additional account managers, reinforcing its position as Europe's market leader.

On Monday, 3 March, TransConnect will unveil its new website. Regional promotional campaigns, including its sponsorship of football club PEC Zwolle, will also boost employer branding and brand awareness.

Note to Editors:

TransConnect is Europe's largest online platform for B2B car transport. Customers—including dealerships, leasing companies, and fleet managers—can book transport via the website by selecting pickup and delivery locations. The platform then matches the order with a transport partner from a network of around 2,000 carriers operating across 9,000+ routes. By leveraging spotfilling—filling empty truck spaces—TransConnect achieves shorter delivery times while reducing transport movements and CO₂ emissions.

For more information or to arrange an interview with CEO Maarten Klanderman, please contact Michiel Holsheimer at +31 6 5111 7612 or michiel.holsheimer@transconnect.com. Visit www.transconnect.com for more details.

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