



DHL rolls out pan-European in-bound supply chain solution for Jaguar Land Rover

Coventry, UK – 4 August, 2009: DHL Supply Chain has launched a pan-European, in-bound logistics solution for Jaguar Land Rover (JLR), resulting in considerable cost reduction and more responsive logistics planning. This follows the successful implementation of the UK parts collection service for the vehicle manufacturer in August 2008.

As lead logistics provider (LLP), DHL's freight control tower has been a key success factor in the European element of the in-bound logistics function, involving 500 automotive component suppliers in 17 countries. Acting as LLP, DHL plays a central role in planning and managing other supply chain service providers on behalf of its customer.

The JLR European in-bound collection service is one of the largest of its kind in the UK, with over 980 full and partial load collections every week to sites in Castle Bromwich, Solihull and Halewood. Within weeks of implementation, DHL has confirmed a measurable improvement in supply chain efficiency of over 10 per cent, with further enhancements planned over the next few months.

DHL has utilized its extensive knowledge of the European transport market to negotiate the most competitive carrier rates available for the provision of transport. The new collection strategy uses a combination of transport services - full truck loads, milk round collections and groupage – to improve efficiency and reduce costs. DHL's freight control tower in Veghel, Holland, manages and procures the most appropriate carriers, leveraging synergies with other DHL contracts operated in Europe.

Laurie Cogger, Vice President, Lead Logistics Provider Automotive, DHL Supply Chain UK, said: "This has been a hugely complex project to implement in a very short timescale – just four weeks from project approval to implementation – but one that has paid great dividends already. Our implementation of the control tower ethos, where we act as a 4PL, brings best practice and supply chain innovations, and has worked really well. This has been a real partnership between us and the JLR team."



As part of the in-bound solution, DHL's team based at the JLR facility in Solihull has focused on a number of areas to bring about greater visibility and control throughout the supply chain. A container management team has reduced reverse logistics costs by improved management of the pallet and container processes. A new vendor management quality system has been introduced by the DHL team to investigate and solve delivery issues across the supplier base. DHL's supply chain management system has been integrated with the JLR system to provide greater transparency and supply chain visibility.

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Media Contact:

DHL Team at Lexis PR
Phone: +44 (0)20 7 908 6581
E-Mail: DHLSupplyChainTeam@lexispr.com

Notes to editors:

JLR's Halewood facility in Merseyside employs 2,000 people and is recognized throughout the industry as an example of excellence for quality and lean manufacturing. Halewood builds the Jaguar X-TYPE alongside the Freelander 2. JLR's Lode Lane facility in Solihull employs approximately 5,500 people who manufacture the iconic Range Rover Sport, Range Rover, Discovery 3 (LR3) and Defender. The Castle Bromwich facility in Birmingham employs 2,600 people and manufactures the successful Jaguar XJ, XK and XF models.

DHL – The Logistics company for the world

DHL is the global market leader in the logistics industry and "The Logistics company for the world". DHL commits its expertise in international express, air and ocean freight, road and rail transportation, contract logistics and international mail services to its customers. A global network composed of more than 220 countries and territories and 310,000 employees worldwide offers customers superior service quality and local knowledge to satisfy their supply chain requirements. DHL accepts its social responsibility by supporting climate protection, disaster management and education.

DHL is part of Deutsche Post DHL. The Group generated revenue of more than 54 billion euros in 2008.