

## **DHL teams up with Rugby World Cup 2011**

- **DHL named official logistics partner of Rugby World Cup 2011**
- **Exclusive global freight, express and postal services, including world wide ticket distribution**

**Auckland/Bonn, September 6, 2010** – DHL, the world's leading express and logistics company, today announced it has become the Official Logistics Partner to Rugby World Cup 2011 (RWC 2011). As Official Logistics Partner, DHL will be responsible for ticket distribution as well as Rugby World Cup Limited (RWCL)/International Rugby Board's (IRB) express shipments and international and domestic freight movements, including the delivery of competing teams' equipment.

Approximately 200 movements of equipment will take place during the tournament, with an expected 2 to 6 tonnes per move. DHL will transport this equipment as well as store and deliver uniforms and official equipment from training grounds to playing venues around New Zealand. It is expected DHL trucks will drive a total of almost 30,000 kilometers over the course of the Tournament.

DHL Express Chief Executive Officer Ken Allen said: "We are proud to be the global logistics partner of the Rugby World Cup. DHL has a heritage of supporting Rugby, among others the British and Irish Lions Series. This game is about passion, teamwork and a can-do-spirit and those are characteristics that can be attributed to DHL Express as well."

Bernard Lapasset, Chairman, Rugby World Cup Limited, said: "The appointment of a globally renowned brand and a world leader in the logistics industry further underscores Rugby World Cup's considerable global prestige and appeal. We look forward to working with DHL over the next 12 months to further the promotion of the game around the world as the sporting community looks forward to another memorable and exciting tournament."

– **Ends** –

## **Media Contact:**

Deutsche Post DHL Corporate Communications

Jörg Wiedemann

Phone: +49-228-182-9944

E-mail: [pressestelle@deutschepost.de](mailto:pressestelle@deutschepost.de)

### **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 about 300,000 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 46 billion euros in 2009.