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Trimble Launches Freight Marketplace in North America with Procter & Gamble as First Shipper Customer

The AI-Powered Trimble Freight Marketplace connects shippers, carriers and brokers to automate the bidding process

WESTMINSTER, Colo., Aug. 27, 2025 /PRNewswire/ -- Trimble (Nasdaq: TRMB) welcomes Procter & Gamble (P&G) as the company's first Trimble Freight Marketplace shipper in North America. Freight Marketplace connects shippers, brokers and carriers in a single solution, combining procurement functionalities with the dynamics of a marketplace to enable real-time capacity sourcing and collaboration. Freight Marketplace has been available in Europe since 2023 via the Transporeon platform. Now, P&G joins a growing network of more than 400 carriers on Freight Marketplace in North America.

Freight Marketplace offers a centralized, digital freight procurement platform where carriers and shippers of all sizes can expand their transportation network. It enables discovery of reliable partners and negotiable competitive rates for strategic, lane level and spot bidding. By automating the bidding process between carriers and shippers, Freight Marketplace provides a single streamlined and transparent experience.

Unlike traditional procurement solutions that primarily focus solely on spot market transactions or complex strategic bids, Freight Marketplace also specializes in tailored mini bids to streamline single-lane for specific contractual periods and precise volume commitments. For added security, Freight Marketplace also features AI-powered verification: automated checks of carrier identity and insurance details that replace manual processes and enable all marketplace participants to move freight with confidence at every turn.

Supporting Quotes
"We are thrilled to welcome P&G to the Freight Marketplace to the Freight Marketplace as we roll it out across North America," said Michael Kornhauser, sector vice president, transportation & logistics at Trimble. "As a longtime user of Trimble solutions, P&G's adoption underscores our commitment to enable a connected ecosystem that addresses the complexities of today's supply chain and procurement process. By collaborating with companies like P&G to streamline their bidding process, we're helping save time, money and resources to foster productivity and efficiency across the industry."

"For a company of our scale, managing numerous mini bids is a complex and time-consuming endeavor. Freight Marketplace helps to simplify and support our bidding processes," said Emily Conner, senior director of transportation purchases, North America Market Operations at Procter & Gamble. "The platform saves us time while enabling us to discover new, reliable carrier partners and strengthen our relationships with existing partners."

Originally introduced by Transporeon, a Trimble Company, in Europe in 2023, over 7,000 carriers, shippers and brokers have joined Freight Marketplace since its launch in Europe. Trimble acquired Transporeon in 2023.

Availability
Trimble Freight Marketplace is now available for all shippers, carriers and brokers in North America and Europe.

To learn more about Trimble Freight Marketplace and join the Marketplace network, visit: https://transportation.trimble.com/products/freight-sourcing/freight-marketplace.

About Trimble
Trimble is a global technology company that connects the physical and digital worlds, transforming the ways work gets done. With relentless innovation in precise positioning, modeling and data analytics, Trimble enables essential industries including construction, geospatial and transportation. Whether it's helping customers build and maintain infrastructure, design and construct buildings, optimize global supply chains or map the world, Trimble is at the forefront, driving productivity and progress. For more information about Trimble (Nasdaq: TRMB), visit: www.trimble.com.

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