



**For Immediate Release**

**Contact:** Julie Cardin  
Carrier Transicold Europe  
+33 (0)1 41 42 28 47  
[julie.cardin@carrier.utc.com](mailto:julie.cardin@carrier.utc.com)

## **Carrier Transicold Europe Launches ‘Move Your Senses’ Campaign to Highlight the Benefits of its Refrigerated Transport Solutions**

RUEIL-MALMAISON, France, September 04, 2019 — [Carrier Transicold](#) Europe’s new [Move Your Senses](#) campaign will highlight how its transport refrigeration equipment and services can benefit each of the five senses – smell, hearing, sight, taste and touch, with the addition of ‘mind and consciousness’ as a sixth sense. The campaign’s dedicated website is full of exclusive content, including videos, animations, interactive graphics and informative quizzes, that demonstrate how each of the senses are ‘moved’ by Carrier Transicold’s refrigeration equipment, solutions and services throughout the cold chain worldwide: *Carrier Transicold is a part of Carrier, a leading global provider of innovative heating, ventilating and air conditioning (HVAC), refrigeration, fire, security and building automation technologies.*

“The Move Your Senses campaign is an ideal way for us to demonstrate how our temperature-controlled systems truly connect with our customers,” said Bertrand Gueguen, president, International Truck & Trailer, Carrier Transicold. “We will show how freshness, quality and consistency can be traced back through each of the senses, and how our products ensure quality is maintained.”

The sense of smell is rejuvenated when surrounded by fresh air – helped by Carrier Transicold's ICELAND and SYBERIA units, which remove the need for a separate diesel engine. Instead, both systems use Carrier Transicold's ECO-DRIVE™ power module, which harnesses power from the truck's efficient Euro VI engine to deliver electrical power capable of providing 100% refrigeration capacity, even at standard idle speed.

The sense of hearing is preserved through Carrier Transicold's urban refrigerated solutions that operate below the PIEK-compliant noise level of 60 dB(A), even at 100% capacity. These systems significantly contribute to quieter inner-city deliveries.

The sense of vision is stimulated through Carrier Transicold's new eSolutions™ telematics software, which creates a visual representation of product performance for operators, allowing them to intelligently monitor connected refrigeration systems from anywhere in the world, maintaining the integrity of the cold chain throughout a product's journey.

The sense of taste is demonstrated by cold chain solutions that help to ensure fresh and frozen cargo reaches its destination in the best possible condition, delivering peak freshness that will tantalise taste buds.

The sense of touch is felt by the around the clock service provided by Carrier Transicold's extensive service network, which is always within reach, comprised of over 600 centres, 24/7 oneCALL™ assistance and more than 2,200 expert technicians – meaning even the most sensitive cargo is always in good hands.

Finally, the sixth sense – 'mind and consciousness' – is showcased by Carrier Transicold's dedication to building a sustainable cold chain for true peace of mind,

developing refrigeration solutions designed to enhance unit performance and efficiency, while reducing environmental impact. The company's new flagship trailer product, the Vector® HE 19 (High Efficiency), demonstrates its conscientious and mindful approach to creating sustainable solutions for the cold chain, utilising its environmentally responsible, all-electric E-Drive technology. The Vector HE 19's improved multi-speed engine offers up to one litre per hour fuel saving, is 10% lighter, has up to 15% lower maintenance costs, and operates three dB(A) quieter than its predecessor, the Vector 1950.

To learn more about the campaign, visit [coolbycarrier.com/moveyoursenses](https://coolbycarrier.com/moveyoursenses). For more information on Carrier Transicold and its products and services, visit [www.carriertransicold.eu](https://www.carriertransicold.eu) and follow Carrier Transicold on Twitter: [@SmartColdChain](https://twitter.com/SmartColdChain).

### **About Carrier Transicold**

Carrier Transicold helps improve transport and shipping of temperature-controlled cargoes with a complete line of equipment and services for refrigerated transport and cold chain visibility. For more than 45 years, Carrier Transicold has been an industry leader, providing customers around the world with advanced, energy-efficient and environmentally sustainable container refrigeration systems and generator sets, direct-drive and diesel truck units, and trailer refrigeration systems. Carrier Transicold is a part of Carrier, a leading global provider of innovative HVAC, refrigeration, fire, security and building automation technologies. For more information, visit [www.carriertransicold.eu](https://www.carriertransicold.eu). Follow Carrier on Twitter: [@SmartColdChain](https://twitter.com/SmartColdChain).

CT/036/19