

Ahola Transport arranges Open Doors events and renews its brand

Ahola Transport arranges Open Doors-events in Kokkola 9th and in Naantali 16th September. The theme is the renewed brand. Ahola Transport is also participating in the Strongman world championship in Kokkola September 9th to 10th where the new trucks will be pulled by the competitors.

The renewing process within Ahola has started from last year strategy. Ahola Transport celebrated its 60th anniversary and was listed on the stock market last. The focus this year is implementing the strategy in order to ensure a higher level of customer service and quality and also being in the front-end in the fast changing logistic industry.

The renewing of the visual identity and the brand is the most visible part for the public that are seen as the new fleet enters the roads.



“ With renewing of the brand we wanted to refresh and modernize our visual identity, and the logo tells so much more” – says Transport Group CEO Hans Ahola and want to point out the connection between the logo and the mission and strategy of Ahola Transport:

- “ The AT-wheel has been there many years and this tells how Ahola Transport is on the move, forward.”
- “The letters A and T also stands for Always There – a slogan that tells that we are Always There for our customers. Thanks to our dynamic concept our fleet is there for the customers. Always There also reminds about customer focus that is one of our base principles in our business. Practically it also means that we are implementing new modern communication solutions that will make it even more easy to get in contact with us, in a more flexible way” – says Ahola
- “ There is also a parallel from the AT-logo to the “at-character” (@) – which tells that the strategy of Ahola Transport implies having an active role in the digitalization of the logistics. We are in the front-end always where new technology enables new, smarter ways of working and opens up new added value services to our customers” – states CEO Hans Ahola.

At the Open-Door events the new trucks of both Ahola Transport and Specialtransport are exhibited, and as a Family company there is a family-friendly program at the events with balloons, rides and bouncing castle.

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