

## FOR IMMEDIATE RELEASE

### Loadsmart Moves First Fully Automated Truckload Shipment

**New York, NY, August 22, 2016** – [Loadsmart](#), the logistics technology company specializing in full truckload shipping, today announced that it has moved its first fully automated shipment from booking to delivery. No human contact occurred between Loadsmart, the shipper, the carrier or the driver.

Via the Loadsmart platform, the shipper requested a quote, and the system's algorithm generated a price instantly which the customer booked in just a few seconds. The platform automatically identified the best carrier to move the load and sent an electronic request to the carrier's dispatcher.

With one click, the dispatcher accepted the job electronically and received an online rate confirmation instantly. The dispatcher then invited his driver to download the Loadsmart app. The app provided the driver with all the shipment details as well as GPS tracking for the dispatcher and customer. Upon delivery, the driver submitted the proof of delivery via the Loadsmart mobile app.

While a 24/7 operations team is always on standby, Loadsmart required absolutely zero human contact with the shipper, carrier, or driver. Historically, every one of these steps required human contact by the freight broker via email or phone: requesting quotes and carrier cost; sourcing the right truck and price negotiation; status updates and document submissions.

"This is a huge landmark in Loadsmart's history. It demonstrates that technology can and will have a big impact on the industry," said Felipe Capella, Co-Founder and Chief of Product at Loadsmart. "We are not your usual 'tech broker'. We are a technology firm: an engineering and design-driven team that is researching, prototyping and building transformative technology for logistics. We are not focused on incremental changes; we have created a tech lab to reimagine the whole truckload shipping flow - from booking to delivery."

Ricardo Salgado, Co-Founder and CEO at Loadsmart, said, “We got here with a cohesive team by keeping focus and obsessing about transformative technology. This is just the beginning and full automation is in line with our strategy to add value to all participants in this complex and fragmented market. Although we have been growing materially in 2016, we are not here to build a traditional freight broker. For us the urgency is to leverage the technology revolution to transform the market.”

“We are still learning, tweaking and improving our system to make full truckload shipping seamless for both shippers and carriers. But this event tells us that we are in the right path,” said Capella.

To view the process from booking till delivery, watch the video [here](#).

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**Notes to editors:**

Headshots of spokespeople as well as company logos are available [here](#). To access the video demonstrating the automated process, [click here](#).

**For more information:**

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**About Loadsmart**

Loadsmart is a technology company that specializes in full truckload shipping. Its online platform helps shippers move freight fast and carriers keep trucks full. The team consists of world-class logistics experts, engineers, designers, thinkers, movers and shakers who focus on building transformative, not incremental products for the industry. Headquartered in New York, Loadsmart is leveraging automation into the complex freight brokerage cycle bringing technology to every single aspect of the business; from the sales process, instant quoting and booking, to intelligent sourcing of carries.

<https://loadsmart.com/>