

DHL Freight simplifies Road Freight offering to deliver faster and clearer choices for customers

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Bonn - DHL Freight has introduced an optimized Road Freight Product Portfolio for its customers. The updated portfolio establishes a clearly differentiated structure of three core products - DHL Road Freight Standard, DHL Road Freight Priority and DHL Road Freight Direct - providing a clear value proposition and supporting consistent execution across DHL Freight's European network.

"Our customers need clarity when choosing the road freight solution that perfectly fits their needs," says Markus Voss, CEO DHL Freight. "With the optimized Road Freight Product Portfolio, we are introducing a clearly differentiated structure that enables faster and more confident decision-making. At the same time, we are strengthening our premium offering with defined service commitments and a money-back guarantee for time-critical shipments with the Road Freight Priority product. This creates greater transparency while maintaining the reliability and operational excellence our customers rely on."

Road Freight Standard serves as the default option for Less-Than-Truckload (LTL) shipments and covers the majority of everyday transport needs within DHL Freight's European network. It offers a high quality, reliable and cost-efficient door-to-door service for palletized and non-palletized groupage - with harmonized transit times and daily business hub connections.

Road Freight Priority is positioned as a premium solution for time-critical international LTL shipments, combining prioritized handling, enhanced pick-up and delivery options and clearly defined transit times commitments - including a money-back guarantee where applicable.

Road Freight Direct provides tailor-made Partial-Truckload/Full-Truckload (PTL/FTL) point-to-point solutions for dedicated shipments across Europe.

The optimization focuses on creating transparency, comparability, and definite service differentiation across the portfolio.

Existing customers will see the new product names reflected in documents, invoices, and digital tools. Their contractual agreements, operational processes and service conditions remain unchanged.

The standardized structure also provides a consistent framework for additional service features and optional upgrades such as value-added services like GoGreen Plus Flex options, cargo insurance, customs services

etc.

Overall, DHL Freight's optimized Road Freight Product Portfolio introduces a clearer, more transparent, and scalable framework for European road freight services - enabling customers to better align transport decisions with their specific business priorities.

Source: [DHL Group](#)

