



PRIORITY FREIGHT SPONSORS EXTREME MOUNTAINEER TO PROVE NOTHING IS IMPOSSIBLE

June 2023

World-renowned climber Sophie Lavaud will soon begin the concluding climb in her challenge to summit the 14 highest mountains on earth. Priority Freight is proudly supporting her final ascent to mark the shared ethos that no challenge is too great.

Priority Freight is a leading time-critical logistics specialist operating via strategically-placed European hubs and a network of global agents to provide the most advanced, flexible and customer-centric logistics solutions. Its industry-leading response time and bespoke logistics solutions keep supply chains moving across the world.

“No matter what the weight, size or geography, Priority Freight can take on any logistical challenge and Sophie Lavaud embodies that ethos with her climbing. Like her, we are always ready to deal with unexpected situations and work as a team to achieve success”, said Neal Williams, Group Managing Director at Priority Freight.

“Sophie tells us that Nanga Parbat has already posed great challenges. After a two-day hike to base camp, snow and illness set in. Four days and one metre of snow later, Sophie and her team are nearly ready to begin their ascent.

Ironically, one of her bags of technical equipment is stuck at customs – she’ll know to come to Priority Freight next time!” he concluded.

Sophie climbed her first mountain Cho You in 2012 and has been entirely devoted to Himalayan mountaineering and sharing her inspirational story to fund further expeditions since then. She climbed Everest in 2014, followed by Gasherbrum II (2015), Makalu (2016), Broad Peak (2017) and Manaslu (2017). In 2018, she became the first Swiss woman to reach the summit of K2, followed by Annapurna (2019), Kangchenjunga (2019), Gasherbrum I (2019), Dhaulagiri (2021) and Lhotse (2022). At the turn of 2023, she conquered Shishapangma, updating her nickname to the ‘104,000 lady’ in recognition of the meters of elevation climbed.

The final goal in the 14-mountain challenge is to reach the 8,126-metre summit of Nanga Parbat in Pakistan. It will take Sophie and her team around two months to complete, and if successful, she will join the ranks of only a few mountaineers who have conquered the world’s 14 highest peaks. Sophie holds multiple citizenships and will be the first Swiss, French and Canadian woman to ever complete this inspirational challenge.

For more information, contact: **Emma Cooper**, Group Head of Marketing
 t +44 (0)7813 348875 e emma.cooper@priorityfreight.com

t +44 (0)203 805 77 33 e info@priorityfreight.com www.priorityfreight.com

For the duration of Sophie's challenge, Priority Freight is encouraging its staff to take on 8,000 steps a day to reflect the average height of each summit she has conquered. Williams added: "No challenge is too great for our staff, who are on hand 24/7/365 to support our clients in any way, in any language, any time zone, anywhere in the world."



ABOUT PRIORITY FREIGHT

Priority Freight is a leading time-critical logistics specialist, operating 24/7, 365 days a year. With several strategically-located control centres across Europe, and a global network of agents, the company provides bespoke, global solutions for even the most complex logistics challenges. By partnering with and supporting its clients, the company adds speed and flexibility to their supply chains, ensuring each consignment is delivered on time and in perfect condition every time.

Priority Freight's highly experienced team of multilingual logistics specialists are committed to providing the fastest, most cost-effective and reliable solutions, time and time again. With a reaction time of under 15 minutes, and an on-time delivery rate of 99.6%, it is this dedication that has seen the company achieve a high client satisfaction score.

For more information, contact: **Emma Cooper**, Group Head of Marketing
t +44 (0)7813 348875 e emma.cooper@priorityfreight.com

t +44 (0)203 805 77 33 e info@priorityfreight.com www.priorityfreight.com