

New report underlines Daily Maersk reliability

A new research report confirms the Asia-Europe product 'Daily Maersk' is a powerful differentiator for Maersk Line as it continues to lead global container shipping lines in reliability.

The report, a joint effort between ecommerce network provider INTTRA and container shipping analyst SeaIntel, examined the performance of the top 20 container lines in schedule reliability.

In the past year, Maersk Line has been the No.1 carrier in eight of the months and No.2 for four. The report also highlights, among others, the effect of Daily Maersk on Maersk Line's June reliability, a month when many carriers saw reliability dip.

"Maersk Line reached a 98% on time performance to North Europe in June, which is the highest performance seen in 2012 of any carrier, which clearly shows not only their commitment to the 'Daily Maersk' concept, but also their operational capability of actually delivering it," reads the report.

The significance of the June performance is that it marks the end of a three-month period known for the lack of reliability from shipping lines.

Daily Maersk achieved 97% reliability in this period, a result that Maersk Line's Vincent Clerc says emphasises the value of the product.

"This year has been a bit special," says Clerc, Maersk Line's chief trade and marketing officer. "Many carriers have adjusted their networks after the Chinese New Year as they phased in new cooperation, such as the G6 or the cooperation between MSC and CMA. It has been a tough time for customers, but overall the product offering on Asia-Europe will be greatly enhanced as a result. I guess it is another positive impact for Daily Maersk.

"For Maersk Line though the situation is a bit different. The Daily Maersk product is designed to be stable. We are mapping network changes in advance, so no matter how much we slow down the vessels or alter port calls or vessel rotations, the customer doesn't feel it. Reliability is something customers must experience consistently and we are happy to see through these numbers that we are able to deliver this better than anybody else."

After nine months of operation, Daily Maersk continues to deliver on its promise of daily sailings and guaranteed reliability, averaging about 97% since inception.

For more information on the INTTRA and SeaIntel Global Liner Performance Report, July 2012 visit <http://www.seaintel.com/>