

DHL: 40 Year Milestones



1969

- Adrian Dalsey, Larry Hillblom and Robert Lynn (D, H, and L) create an entirely new industry, starting door-to-door express service between San Francisco and Honolulu.

1971

- DHL's network rapidly grows, expanding into the Far East and the Pacific Rim, and the company becomes a trusted partner of many companies.

1972

- DHL International opens offices in Hong Kong, Japan, Singapore and Australia.

1974

- The first European office is opened in London, UK. By this time, DHL has 3,052 customers and 314 staff globally.

1977

- DHL launches Parcel Service, which was later to be known as WPX.

1983

- DHL becomes the first air express forwarder to serve Eastern European countries.
- An international distribution center (hub) is opened in Cincinnati, USA.
- The very first Eurosoccer staff competition was held in Paris, growing into a European and later Global event. Twenty-five years later, in 2008, the event attracted over 3,000 participants from around the world, across various business units and divisions.
- The first track-and-trace system was launched.

1985

- A state-of-the-art hub is opened in Brussels, handling more than 165,000 shipments per night.

1986

- DHL enters into a joint venture with the People's Republic of China and becomes the first express company in China.

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- The European Air Transport (EAT) becomes part of DHL and begins to operate as the permanent DHL airline company for Europe and Africa.

1987

- DHL launches the world's first ever floating express distribution center in canal-rich Amsterdam.

1989

- The Brussels hub is expanded into a 'superhub' and becomes, at that time, the largest express industry sorting center outside the U.S.

1990

- Continuing its expansion program, DHL enters into strategic business alliances with Japan Airlines, Lufthansa and trading company, Nissho Iwai.

1991

- DHL becomes the first international express service to restart service to Kuwait after the Gulf war.
- DHL becomes the first express company to conduct business with a Baltic state, Latvia.

1993

- DHL invests US\$ 60 million in a new hub facility in Bahrain.

1994

- DHL institutes the first scheduled B757 freighter service between the Middle East and Brussels, thereby guaranteeing next day delivery between the two areas.

1995

- DHL introduces the revolutionary e-mail tracking of shipments.

1998

- Deutsche Post World Net acquires a 25 percent share in DHL and invests in an ultra-modern air fleet for the European African network, laying the foundation of a strong partnership.

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1999

- Deutsche Post World Net acquires 100 percent of Danzas and Air Express International (AEI), the largest provider of international airfreight services in the USA.
- DHL celebrates its 30th anniversary and its 40 percent international express traffic market share – more than the combined shares of FedEx and UPS.
- DHL Worldwide Express invests over €1 billion in a new state-of-the-art air cargo fleet in the European and African network.
- DHL acquires 34 Boeing 757SF cargo planes which when compared to the fleet of B727Fs they replaced, reduces noise at take off by 77 percent and CO₂ emissions by 13 percent.

2000

- DHL's Central Asia Hub, which occupies more than 6,000 square meters and handles over 140 flights per day, begins operation in Hong Kong
- The quieter Boeing 757 becomes part of the European Express fleet. The European Air Transport commences with two Boeing 757-200PFs even as the Convair 580 fleet is phased out.

2001

- As a result of the completion of its integration with AEI, Danzas becomes the No. 1 logistics provider in North America. This followed a similar integration between AEI and Danzas in Latin America in 1999, which made the resulting company the No. 1 logistics provider in the region.

2002

- Deutsche Post World Net becomes the principal shareholder of DHL. In December 2002, DHL becomes a wholly owned subsidiary of Deutsche Post AG following the Group's acquisition of the remaining shares from two investment funds and Japan Airlines.
- In the fall of 2002, the Deutsche Post World Net Board of Management introduces STAR, the program for integration and increasing value throughout the Group. In the months leading up to its introduction, 150 top executives identified 115 individual projects and defined measures which aimed to increase earnings (EBITA) of €1.4 billion by 2005.
- DHL continues to expand its Asia network, acquiring a 30 percent stake in Air Hong Kong (Cathay Pacific owned the remaining 70 percent).

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- A new global IT center is opened in Scottsdale, Arizona, U.S., with an additional two centers planned for London (subsequently Prague in 2004) and Kuala Lumpur (since 1998).
- From April, Lufthansa Cargo and DHL Worldwide Express employ DHL's European network with Cologne (Germany) serving as its center.

2003

- The Deutsche Post World Net announces plans to formally integrate Logistics and Express under the DHL brand, with the aim of positioning this as one of the Group's main brands, along with Deutsche Post and Postbank.
- With the acquisition of Airborne Express, DHL becomes the third largest express service company in the U.S.
- On April 1, DHL Worldwide Express and Danzas integrate under the umbrella brand of DHL. The rebranded logo is the traditional DHL logo set on a yellow background, symbolic of Deutsche Post World Net's full ownership of the company.
- Deutsche Post World Net presents its first Environmental Report to the public. Titled "Naturally networked" the report presents the discussion on the Group's environmental performance, as well as exemplary mail and parcel products.
- DHL increased its capabilities in China with a five-year capital investment of US\$200 million. At the same time, DHL acquires a 5 percent stake in Sinotrans Limited for US\$57 million. This investment is a decisive step towards reinforcing DHL's strategic position in China, an important future market.
- DHL purchases a further 10 percent stake in Air Hong Kong from Cathay Pacific, increasing its share to 40 percent (Cathay Pacific holds 60 percent).
- DHL completes the acquisition of the ground delivery operations of Airborne Express in the U.S. for US\$1 billion.

2004

- DHL's new global IT facility in Prague, the Czech Republic is opened, replacing a similar facility in London.
- DHL acquires a 68 percent stake in Blue Dart, the leading domestic courier and integrated distributor of air express packages in India.
- In December, DHL announces a 50/50 joint venture with the express and logistics business unit of New Zealand Post's Express Couriers Limited (ECL). ECL includes the

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brands of CourierPost, Pacel, Sykroad and Contract Logistics, as well as the road and air linehaul operations of New Zealand Post.

- DHL relocates its new Asia Pacific Regional Office from Hong Kong to Singapore. The new office also houses the company's Asia Pacific Quality Control Center (APQCC), the first of its kind in the DHL Network, established to further strengthen operations in the region by serving as the nerve center for all shipment movement control.
- DHL becomes one of the first private companies to respond to the Asian tsunami that struck Southeast Asia one day after Christmas. DHL quickly mobilizes its resources in the hardest hit areas and provides free delivery of relief materials, charter flights, staff volunteers, and cash contributions one day after the tragedy struck. DHL's global network also immediately steps in to support with contributions from DHL offices in Europe, U.S., as well as in Germany. Key relief activities, including staff donations, are estimated to be worth up to a total of €500,000. Deutsche Post World Net also donates €1 million, in addition to the €2.2 raised from a joint DPWN-eBay auction of goods donated by members of the public.
- Resulting from its experience in providing aid to the victims of the Asian tsunami as well as other natural disasters around the world, DHL starts a long-term cooperation with the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) in December 2005, leading to the creation of the DHL Disaster Response Teams (DRT) in Singapore in 2006. Similar teams would subsequently be set up in Panama and Dubai to provide logistics support following major natural disasters within their respective areas of coverage.

2005

- DHL introduces its new corporate wear in August and begins the daunting task of shipping more than 1.4 million pieces of the new uniform to over 110,000 DHL employees in more than 200 countries and territories in the next nine months, which it successfully accomplishes.
- DHL inaugurates its US\$16 million Oceania Hub at the Sydney International Airport in March. The purpose-built facility becomes the largest of its kind in the Oceania region and underpins DHL's long-term Asia Pacific growth strategy.
- In December 2005, Deutsche Post World Net acquires the UK logistics company Exel. Involving an investment of €5.5 billion, the acquisition solidifies Deutsche Post World Net's position as the global market leader in express and logistics solutions.
- Following the acquisition of Exel, DHL Danzas Air & Ocean is rebranded as DHL Global Forwarding. The supply chain business becomes officially known as DHL Exel Supply Chain.

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2006

- Deutsche Post World Net acquires a majority stake in Williams Lea, a leading business process outsourcing (BPO) provider specializing in document management and mail services. Headquartered in London, UK, Williams Lea provides value-added document and mail-related services, offering a wide range of products in the areas of print management, mailroom management, document management as well as direct marketing.
- In March 2006, the First Choice program is launched. The Deutsche Post World Net Group-wide initiative focuses on making the company and its various divisions the “First Choice” for its various shareholders – including customers and employees – to ensure its continuous market leadership and revenue growth. The initiative is the follow-up to the successful value enhancement program STAR, which focused on internal synergies and cost reductions.
- In September 2006, Deutsche Post World Net files for a patent for its GoGreen concept. The aim of the concept is to offer carbon-neutral shipping for DHL services for business and private customers, in order to off-set CO2 emissions and to improve energy efficiency.
- DHL enhances the official logistics partnership with Formula1™, offering an extended product portfolio for teams, management and sponsors which is further strengthened by the company’s recent acquisition of Exel. Services provided include the overseas transport of racing cars, engines, tires, spare parts and TV equipment for the world’s most popular race series. DHL also ensures the fuel supply at all the races by transporting more than one million liters of petrol. DHL has been the global partner and official logistics services provider of Formula 1™ since 2004.
- DHL’s PACKSTATION gains a wide degree of acceptance among customers. The first PACKSTATION machines for private customers were set up in Dortmund and Mainz (Germany) in January 2002. Since then the service has acquired half a million customers. PACKSTATION enables registered customers to collect and send off small packets and parcels 24 hours a day, seven days a week. As soon as a shipment is ready for collection customers are sent a text message or e-mail. For customers sending parcels via a PACKSTATION, parcel stamps are available for sale at the machine.

2007

- In January, DHL Global Forwarding becomes the first international logistics company to launch a domestic airfreight service in China.
- In March, the DHL Innovation Center in Troisdorf near Bonn, Germany is inaugurated with the aim of developing marketable, highly innovative products from logistics trends of the future.

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- The DHL Global Express Head Office is established in Bonn, Germany. The office becomes a central driving force towards the continued growth of the DHL Express business through the alignment of various regional processes, the implementation of programs that consolidate regional realities and requirements, and the creation of greater synergies among the division's various regional offices and among DHL Express, DHL Logistics and the parent company, Deutsche Post World Net.
- In May, Deutsche Post World Net and Lemuir consolidate their joint venture in India under the name of DHL Lemuir Logistics Private Limited. Deutsche Post World Net holds 76 percent stake in the joint venture, while Lemuir owns 24 percent.
- DHL Express completes a strategic partnership with air cargo carrier Polar Air, in which DHL Express holds a 49 percent stake. This provides DHL the dedicated capacity of 6 Polar Air Cargo Boeing 747-400F aircraft that will serve key destinations in Asia and the U.S., providing customers with assured long-term airlift capacity for their shipments.
- In June, DHL inaugurated its new US\$41 million expanded facility at the Kansai International Airport in Japan. The expansion of the Gateway enables DHL to meet continued strong business growth in Japan, especially in Kansai – a major import center for exports from China – and reflects the important role of Kansai as a conduit of international trade.
- The new cargo carrier AeroLogic is launched with the aim of being among the top 5 European cargo providers. Jointly owned by Deutsche Lufthansa AG and Deutsche Post World Net through their subsidiaries Lufthansa Cargo and DHL Express, AeroLogic's first planes are set to take off in the summer of 2009 with a fleet eventually comprising 8 brand-new Boeing 777F's.

2008

- In April, DHL Global Forwarding becomes the first in Asia Pacific logistics industry to implement International Organization for Standardization (ISO) standards across the entire business. DHL receives two of the ISO's best known standards – ISO 9001:2000 for quality management and ISO 14001:2004 for environmental management.
- In June, the DHL Asia Healthcare & Life Sciences Hub achieves best-in-class quality management standards in the distribution of medical devices. DHL is the first 3PL player in Singapore to achieve an ISO 13485 certification, illustrating the company's commitment to ensuring pharmaceutical products and medical devices managed by its facilities are in compliance with international quality standards to protect public health.
- In July, DHL starts using its first DHL branded Russian-built aircraft, a Tupolev-204C aircraft, to fly between Moscow and Leipzig. The Moscow-Leipzig flights operate six days per week, and offer a capacity of 28,000kg per sector.

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- DHL expands its global network and operations with the opening of a new state-of-the-art European air hub – the DHL Leipzig Hub. The Hub, one of Europe’s largest construction sites, expands DHL’s international network, providing greater connectivity to global growth markets and enables DHL to improve its overall customer service. The hub features the largest and most modern sorting line in Germany capable of managing 1,500 tons of transshipped freight nightly. Through the installation of environmental features, Leipzig hub is also the first DHL facility capable of partially generating and meeting its own electrical, heating and cooling energy requirements.
- In September 2008, DHL announces the completion of its US\$110 million Central Asia Hub (CAH) expansion. With a total investment of US\$210 million, the facility is the first large-scale automated Express hub in Asia Pacific and significantly boosts DHL’s operational capability in Asia.
- In November 2008, the Group arrives at a strategic decision for DHL Express U.S. to discontinue its domestic air and ground product offerings and instead focus on DHL’s core strength – international express – effective January 30, 2009. With its resources and focus channeled to its international product offerings, DHL fully commits to maintaining a presence in the U.S. and leveraging its global infrastructure to continue providing leading customer service in the region.

2009

- Deutsche Post World Net is rebranded as Deutsche Post DHL in recognition of the crucial role DHL plays in the Group’s international agenda and to represent clear structures, increased cooperation and mobility within the Group, as well as integrated solutions for its customers. The rebranding is part of the new Group-wide growth initiative, *Strategy 2015* which rests on two pillars: an integrated international logistics company focusing on quality and customer service and a strong mail business with a clear commitment to the universal service obligation in Germany – complemented by new value-added electronic services.
- DHL launches a number of DHL Fashion and Apparel Centers of Excellence in India, Hong Kong, Vietnam and Sri Lanka to facilitate trade within the Asia Pacific region, Europe, the Middle East and North America. Each of the centers across Asia Pacific have a core team of industry experts responsible for developing bespoke products and solutions, as well as providing consultancy services to customers.
- DHL enters a joint venture (JV) agreement with Capitol AEI Pvt. Ltd, its longstanding partner in Sri Lanka to form DHL Global Forwarding Lanka.
- AeroLogic, the joint venture cargo airline of DHL Express and Lufthansa Cargo, officially started operations on June 19, 2009. With the delivery of its first Boeing B777F aircraft and receiving the Air Operator Certificate (AOC) from the German Aviation Authority (LBA), AeroLogic will serve new air routes between Europe and Asia, flying cargo for customers of its parent companies.

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- DHL becomes the first International Express operator in Russia to open representation in Chechen Republic. The move comes shortly after the Russian government announced an end to counter-terrorism operations in Chechnya in April 2009, signaling new opportunities for businesses working in the region.
- DHL launches its direct LCL (less than container load) services in Asia Pacific, reducing the transit time between the two destinations by at least four days compared to current services. With more than 2,000,000 cubic meters of LCL freight handled annually via 45,000 point-pairs, DHL is operating the world's largest LCL network.
- In June, DHL opens a Domestic Transportation Hub in Shanghai, as part of a US\$25 million investment that strengthens DHL's expertise in the domestic road transportation and distribution market in China, and taps on the growth of the domestic road industry.
- DHL adds a Boeing 747-400F to service its vital Singapore–Hong Kong route through Air Hong Kong, a joint venture between Cathay Pacific and DHL. The 110 ton Boeing freighter replaces the current 45 ton A300-600F, and will operate between both cities six days a week, more than doubling capacity on the SIN-HKG route, a vital link for Intra-Asia trade.
- DHL launches the first Life Science and Healthcare Competence Center in Shanghai, China, to meet anticipated industry growth and the increasingly sophisticated needs of life science and healthcare customers in Asia Pacific. The Center will provide consultancy services to customers in China and the North Asia Pacific region.

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Note: Milestones from business entities acquired by and subsequently integrated under DPDHL are listed as of their acquisition dates.