



**MEDIA RELEASE**

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## **PrixCar Services encourages entries to AFIA's**

PrixCar Services, a past recipient of an Australian Freight Industry Award, has indicated their win in 2015 has helped them to better engage with sectors of the transport industry, and in the process improve their chances of winning new business.

The recipient of the Application of Technology Award at the 2015 AFIA Gala Presentation, PrixCar was one of three finalists contending the category. In a testimonial provided to AFIA hosts the Victorian Transport Association, PrixCar National IT & CSC Manager Patrick Kashani outlined insights into life after winning the award.

"Innovation is something that we champion at PrixCar. The ability to adapt and change, creating new methods, products and ideas to service our customers in better ways and finding competitive advantages," Mr Kashani said.

"There were many initiatives that PrixCar implemented and one was PTXChange; a simple web application that broadened customer bases for PrixCar and PrixCar partners. PTXChange is an innovative step forward that is bringing PrixCar Transport and vehicle transport to the world of e-Business.

"The VTA's recognition of this technology, and the subsequent award in September, 2015, provided PrixCar with a significant opportunity to showcase our technology and gain access to sectors in the automotive industry that we had not previously engaged."

VTA CEO Peter Anderson said testimonials like this demonstrate how a significant industry accolade – like an AFIA – can help businesses to distinguish themselves in a competitive market place.

"It's encouraging to see that PrixCar has been able to use their AFIA achievement to help them nurture and hopefully convert opportunities in new and evolving parts of our industry. We invite all members of our industry to share their success stories by nominating for an AFIA this year," Mr Anderson said.

"An AFIA is something past winners can be rightfully proud of, but it's even more inspiring to hear stories of how past winners are making their awards work for them by growing their businesses and going on to attain new achievements.

Entries for the 2016 AFIA's are now open across six categories, including the new Australian Transport and Logistics Waste Award. For an entry form please contact the VTA on 03 9646 8500 or [emailreception@vta.com.au](mailto:emailreception@vta.com.au) Awards are presented at a [Gala Dinner](#) in Melbourne on September 3.

**Closing date for entries is Monday, 15 August, 2016.**

**Ends...**

**For further information please contact Brian O'Neil on 0411 055 284.**