



DHL Express and Universal Music Group launch new music initiative and turning a global spotlight on the hottest emerging artists

- **Zoe Wees kicks off the program with her first ever headline concert**
- **Iconic recording studios Abbey Road London and Capitol Studios Los Angeles to support a multitude of innovative activations**

Bonn, London, June 14, 2021: DHL Express, the global leading express service provider and Universal Music Group (UMG), the world's leading music-based entertainment company introduce DHL FAST-TRACK, a new music initiative connecting artists and fans by leveraging both companies' local and global expertise. DHL FAST-TRACK is a progressive initiative with purpose, delivering tomorrow's music today. Supporting the hottest, emerging artists on their music journey, helping to deliver their distinctive sound to new audiences across the globe. Getting fans closer to the artists they love with unforgettable music moments, spanning innovative digital activations, unique content, eco-initiatives and much more.

DHL FAST-TRACK is an always-on program that connects global audiences by creating and sharing cultural moments in music that inspire, entertain and engage. Bringing artists and fans closer than ever, revealing the untold stories behind an artist's creative process, whilst helping to amplify their journey.

To bring the DHL FAST-TRACK program to life, two of UMG's legendary recording studios: Abbey Road Studios (UK) and Capitol Studios (US) will partner with Fast-Track. Infusing their expertise, these global icons in music will support a multitude of creative activations and celebrate the phenomenal talent of the featured artists.

"Like music, DHL connects people from across the world every day" says Mike Parra, CEO DHL Express Americas & Global Head of Sponsorships. "We are really excited about our new global partnership with Universal Music Group and the DHL FAST-TRACK program, where our shared pioneering values and international expertise will bring fans closer by connecting them to the artists they love through innovative experiences and unforgettable moments."

Jeremy Huffelmann, General Manager of Abbey Road Studios, said: "Abbey Road has long been a platform for enabling and developing new talent, with many incredible artists starting their journey in our studios. By appointing DHL as Abbey Road Studios' Official Logistics Partner on the exciting Fast-Track program, we will actively bring new talent closer to their fans."

Kicking off the DHL FAST-TRACK extensive global program is the Hamburg-hailed singer-songwriter, Zoe Wees. Zoe's stellar 2020 debut track, 'Control' showcased her deep, emotional vocals, the megahit has captured the imagination of fans worldwide. Her FAST-TRACK performance will be her first-ever headline show with a full band, announcing Zoe's status as 'the artist to watch' with a bang.

Press release



Fans have played a central role in Zoe's meteoric emergence, with her tracks viewed and streamed over 600M times. Now, through DHL FAST-TRACK, they can support her local to global journey even more passionately. Zoe's bespoke narrative content will build anticipation for her megawatt performance broadcast from the stage of Hamburg's biggest independent venue, Kampnagel. A showpiece moment for the multi-instrumentalist, her first broadcast concert delivered free to everyone around the world.

Sharing her enthusiasm and support for the FAST-TRACK emerging artist music program, Zoe Wees said: "Thanks to DHL Fast-Track for helping put on my first-ever headline concert, it feels special to be able to do a global show from my hometown of Hamburg."

Amplifying DHL's passion for innovation, Zoe's performance will be cut-to-vinyl at Abbey Road Studios in London, to immortalize this unique performance. True to the music program's name, a limited number of vinyls will be fast-tracked hot off the press to fans thanks to DHL's global express logistical capabilities; a special delivery that will become a once-in-a-lifetime moment for some lucky fans.

Olivier Robert-Murphy, EVP, Universal Music Group for Brands comments: "Supporting the creative journey of new and emerging talents is at the core of what we do at Universal Music Group. In DHL Express we have a partner with shared expertise in local to global innovation, offering unique support as we connect these phenomenal artists with millions of fans around the world."

The beat goes on, DHL FAST-TRACK will continue apace across 2021 and beyond with more enticing cultural music moments. Shining the spotlight next on the US, with the support of the iconic Capitol Studios, the program then turns towards Asia in 2022, as we continue to feature the world's freshest emerging talent and support them on their local to global journey.

Please find photographs and media assets [**HERE**](#)

www.inmotion.dhl/UMG

#DHLFastTrack

@DHLExpress

YouTube: <https://ZoeWees.lnk.to/YouTubePR>

Instagram: <https://ZoeWees.lnk.to/InstagramPR>

TikTok: <https://ZoeWees.lnk.to/TikTokPR>

– End –

Media Contact:

Deutsche Post DHL Group

Press release



Media Relations

Tim Rehkopf

Phone: +49 228 182-9944

E-mail: pressestelle@dpdhl.com

On the Internet: dpdhl.com/press

Follow us at: twitter.com/DeutschePostDHL

DHL – The logistics company for the world

DHL is the leading global brand in the logistics industry. Our DHL divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 400,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global sustainable trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, engineering, manufacturing & energy, auto-mobility and retail, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 66 billion euros in 2020. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. Deutsche Post DHL Group aims to achieve zero-emissions logistics by 2050.

About Universal Music Group

Universal Music Group (UMG) is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising and audiovisual content in more than 60 countries. Featuring the most comprehensive catalog of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation and entrepreneurship, UMG fosters the development of services, platforms and business models in order to broaden artistic and commercial opportunities for our artists and create new experiences for fans. Universal Music Group is a Vivendi company. <https://www.universalmusic.com/>