

## CASE STUDY

# Overcoming Cross-Border Challenges to Secure New Business

### Executive Summary

Cross-border freight presents unique challenges, such as navigating complex legal requirements and securing insurance coverage that extends beyond the United States. Transportation company Sage Freight needed a reliable insurance solution to transport goods into Mexico within a tight timeline to win the business of a new client. Leveraging its strategic partnership, HUB introduced Sage Freight to [MAS Seguros](#), who recommended comprehensive international cargo insurance coverage. This solution not only met their immediate needs but also positioned Sage Freight to confidently pursue new international opportunities.

**Sage Freight, LLC****Industry:** *Transportation, Freight Brokerage***Services:** *Logistics***Location:** *Brentwood, TN*

### CHALLENGE

Sage Freight faced a significant challenge in bidding on new business with a U.S.-based shipper requiring cross-border transportation into Mexico. The shipper sought assurance that their freight could be delivered seamlessly and safely across the border; however, U.S. cargo insurance policies do not extend coverage into Mexico. With the deadline rapidly approaching, Sage Freight was under pressure to secure the necessary insurance and meet the shipper's standards. Recognizing the importance of this opportunity, Sage Freight was committed to finding a viable solution that would enable them to fulfill the shipper's needs.

### SOLUTION

HUB referred Sage Freight to MAS Seguros, Mexico's largest truck insurance broker, to secure specialized freight coverage for transportation within Mexico. MAS Seguros provided a comprehensive cargo insurance policy, ensuring coverage from the Mexican border to the shipment's final destination. With this solution in place, Sage Freight successfully completed multiple cross-border deliveries, not only meeting the client's expectations but also winning new business opportunities in the international market.

### RESULTS

HUB's introduction to MAS Seguros enabled Sage Freight to secure a new client and expand its reach into the international shipping and manufacturing sectors. With the ability to insure their cargo while transporting in Mexico, Sage Freight is now exploring additional cross-border opportunities. This enhanced capability not only boosts their operational efficiency but also significantly increases their growth potential in the competitive logistics market.

[hubinternational.com/transportation](https://hubinternational.com/transportation)

"HUB's relationship with MAS Seguros helped us secure cargo insurance in Mexico and provided a seamless way for Sage Freight to pursue new international opportunities, offering tailored protection for our shipments across the border and enabling Sage to satisfy our customer's needs."

**Chris Douglass**

*VP of Finance,  
Sage Freight, LLC*