



19. December 2023

## New sales subsidiary in Norway

### Increased focus on service

From January 2024, KRONE Norge AS will be responsible for sales of the KRONE Commercial Vehicle Group in Norway. The new subsidiary replaces the previous importer Vogn Service, which had been the sales partner in Norway since 2008. The reason for the change is the strategic reorganisation of the KRONE sales network in Scandinavia: KRONE Norge will work closely with KRONE Scanbalt in Denmark in future.

The long-standing, good cooperation with Vogn Service AS will be continued in the areas of workshop, service and spare parts. The new sales subsidiary will be based in Langhus near Oslo, where KRONE Norge AS operates an office together with the commercial vehicle rental company KRONE Fleet.

Preben Ferre will be head of KRONE Norge AS, where he will be responsible for sales. He has been working with KRONE products since 2001 and also knows the Norwegian market very well. Helge Tøndel will take over sales for KRONE Fleet in Norway.

Dr Frank Albers, Managing Director Sales & Marketing at the Commercial Vehicle Group Bernard KRONE, is focusing on even greater customer proximity: "We would like to thank Vogn Service for the many years of good cooperation, which we will continue to rely on in the workshop, service and spare parts areas. Vogn Service has positioned the KRONE brand very successfully in Norway for over 15 years.

With our own exclusive subsidiary KRONE Norge AS, we want to expand our sales activities in Norway even further in the future and position ourselves more strongly as a competent service provider for all aspects of trailers with our KRONE 360° Trailer Service."

**If you have any questions, please do not hesitate to contact me.:**



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