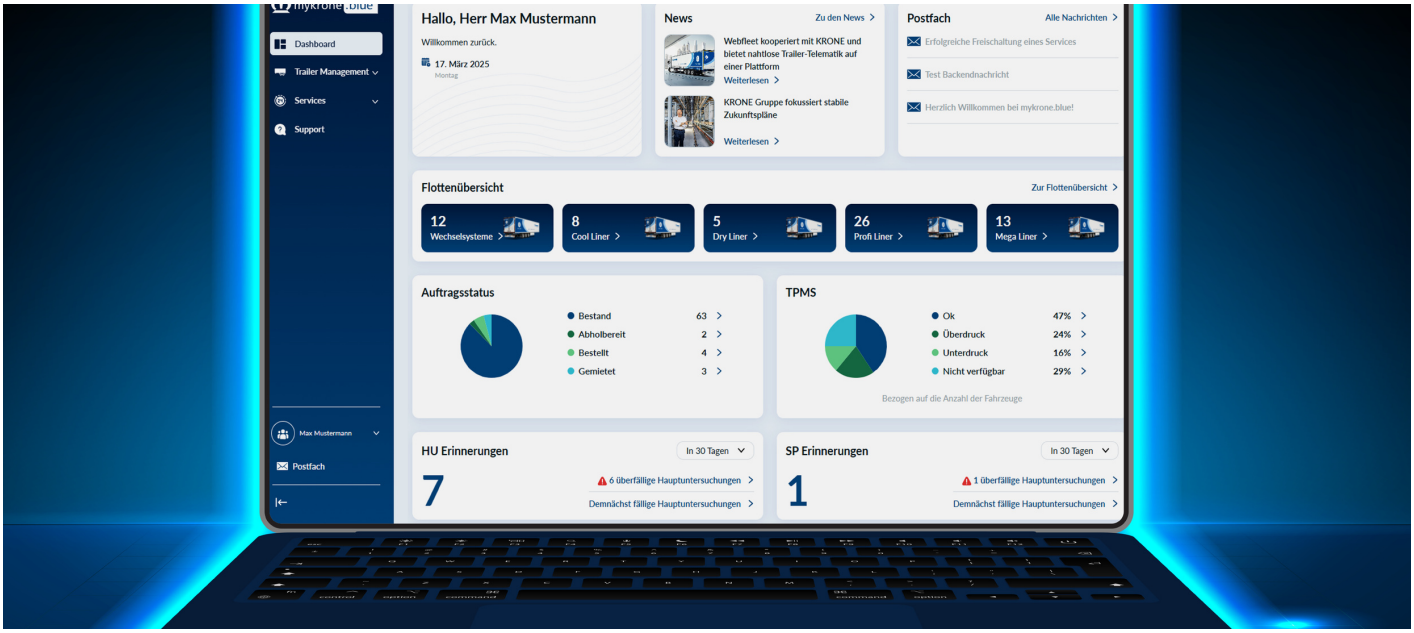

27. August 2026

From trailer purchase to smart fleet solutions

KRONE Trailer is presenting the next stage in the development of its digital service ecosystem at IAA Transportation 2026. The focus is on three thoroughly refined components: an enhanced KRONE Telematics system, a significantly upgraded Smart Assistant, and the mykrone.blue platform with centralised customer registration and an integrated spare parts shop. Together, they form the basis for an end-to-end digital infrastructure, from the initial trailer purchase right through to ongoing fleet operations.

“We develop our digital services in collaboration with our customers, focusing on their actual challenges and applications. What we are showcasing at the IAA is the direct result of this close collaboration. Tried and tested in practice, scalable and immediately effective in operation,” explains Maximilian Birle, Head of Digital Services at KRONE Trailer.

KRONE Telematics: improved alerting, greater data availability

KRONE Telematics – the central platform for vehicle and operational data – is set to receive significant improvements in time for the IAA. Enhanced alarm and reporting functions ensure that critical events are detected more quickly and routed more precisely to the correct process. Informative reports provide greater transparency regarding vehicle status and offer a better basis for decision-making in day-to-day fleet operations.

The telematics system is complemented by a new Data Management Centre, which makes telematics and operational data available in a structured format for third-party applications. This enables KRONE data to be seamlessly integrated into existing TMS, ERP and partner systems, laying the foundation for open, scalable and data-driven processes.

Smart Assistant: completely reimagined – the digital touchpoint for all trailer-related enquiries

The KRONE Smart Assistant is what customers see and are familiar with in their day-to-day lives:

© Fahrzeugwerk Bernard KRONE GmbH & Co. KG

accessible via the QR code directly on the trailer, serving as the central digital application for everything to do with the vehicle. At the IAA, KRONE is presenting a completely revamped Smart Assistant – a genuine overhaul that transforms the solution from a driver's tool into a digital touchpoint for all enquiries relating to the trailer.

Technologically, the Smart Assistant can now be accessed in three ways: via messaging apps (WhatsApp, Viber, Telegram), as a mobile app and via a fully-fledged web interface. This ensures that every user group can find the right way to access it – without having to switch systems and without any barriers.

In terms of content, the Smart Assistant is, for the first time, consistently aimed at all relevant user groups simultaneously: drivers receive extensively enhanced functions for their day-to-day work with the vehicle. Dispatchers and fleet managers can keep an eye on processes and vehicle status. And the entire KRONE service partner and workshop network is directly integrated – from digital damage reporting through clear processes to workshop processing. This makes the Smart Assistant the central link between all parties involved – embedded within a comprehensive fleet management ecosystem with mykrone.fleet.

Particularly important: The complete redesign of the Smart Assistant is based to a large extent on direct customer feedback. Practical requirements from day-to-day fleet operations have been systematically incorporated into product development. "The Smart Assistant is not a tool we have built for our customers, but one we have developed together with them," says Birle.

mykrone.blue: everything in one place – integrated spare parts shop

The mykrone.blue platform is being consistently developed in a modular fashion. With this central customer platform, Krone is creating a unified point of access to the entire digital ecosystem – one login, one access point, everything in one place.

As the first concrete step in this integration, the existing KRONE spare parts shop will be directly integrated into mykrone.blue in time for the IAA. This allows customers to access the shop seamlessly and without the need for additional registration. This is made possible by a clear structure and consistent access directly from within the platform.

The integration closes an important gap in the digital customer journey: from trailer procurement through day-to-day operations to fast, hassle-free parts supply.

Together into the digital future

What all these innovations have in common is that they are the result of a consistent product strategy based on genuine customer needs. Krone does not follow an off-the-shelf approach, but develops its digital ecosystem step by step and in close consultation with the people who work with it every day.

KRONE invites visitors to the IAA to experience the solutions first-hand – in an interactive demo zone at the exhibition stand.

Visit us at the KRONE stand!

IAA Transportation 2026 | 15–20 September 2026

Hannover Messe | Hall 27 | Stand C40 | Outdoor area P43, J64, L42, Q41, N41

© Fahrzeugwerk Bernard KRONE GmbH & Co. KG

If you have any questions, please do not hesitate to contact me.:
SIMON RICHENHAGEN
Phone +49 5951 209-8216 · E-mail: simon.richenhagen@krone.de

© Fahrzeugwerk Bernard KRONE GmbH & Co. KG