06. October 2022

Krone at the IAA 2022

At the IAA Transportation 2022 in Hanover (20.09.-25.09.2022), Krone recorded strong visitor numbers on all days of the show. At a total of eleven exhibits in and in front of Hall 27, interested visitors were able to experience first-hand both innovative technology carriers and fully equipped Krone trailers for tough everyday transport operations. Simon Richenhagen, Head of Marketing at Krone, is very satisfied with the great response: "Our entire team was very pleased to finally be able to meet so many international customers in person again after four years. There was particularly great interest in the "Mission beyond zero" with its focus on the megatrends of digitalization, automation, sustainability and electrification. This confirms that Krone is on the right track with these innovations." In particular, the Krone eTrailer at the center of the booth was the subject of intense discussion. This technology can save 20 to 40 percent CO2 when driving. Another highlight was the intelligent container chassis "Box Liner Automatic," which the driver can adjust to the right container size from the cab at the touch of a button. The extensive daily live program of the "Krone Denkfabrik" with presentations of start-ups, workshops and talk rounds also met with lively interest. Those who did not have the opportunity to visit the Krone booth in Hanover can also keep up to date afterwards via the contributions from Krone TV and via mission-beyond-zero.com.

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