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KRONE joins the Alliance Future Tyres (AZuR) network

Trailer manufacturer KRONE, one of the largest in Europe, has joined the Alliance for the Future of Tyres (AZuR) network to work with partners on one of the most pressing challenges of our time: Sustainability in the tyre circular economy.

Tyres are not only one of the central wear components of trailers, but also the central element that connects vehicle and road. The influence of tyres on fuel consumption and CO2 emissions is considerable. Thanks to digitalization and collaborative partnerships, new opportunities are now opening up to make the circular economy for tyres sustainable and efficient.

At the IAA, KRONE will be the first trailer manufacturer to present its own retreaded tyre, the KRONE R:Tyre. Compared to a new tyre, this innovative tyre saves two-thirds of the raw materials, 60 percent of CO2 emissions and 50 percent of energy.

‘We are convinced that the AZuR network, its knowledge and the open and innovative exchange with partners will enable us to jointly promote sustainability in the transport industry. In this way, decisions can be brought about and solutions developed - for a more sustainable and economical transport industry,’ says KRONE Managing Director Ralf Faust.

Karsten Küwen, Managing Director at ECR Solutions and Head of Service Excellence at KRONE Trailer, adds: ‘We are already working successfully with various partners in the network to map a holistic process from tyre changes to the marketing of retreaded tyres, for example via our online shop or through alternative recycling processes. Joining the AZuR network is the logical next step for us to develop even more advanced solutions.’

With this step, KRONE is underlining its commitment to a sustainable transport industry and a future-proof circular tyre economy.

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