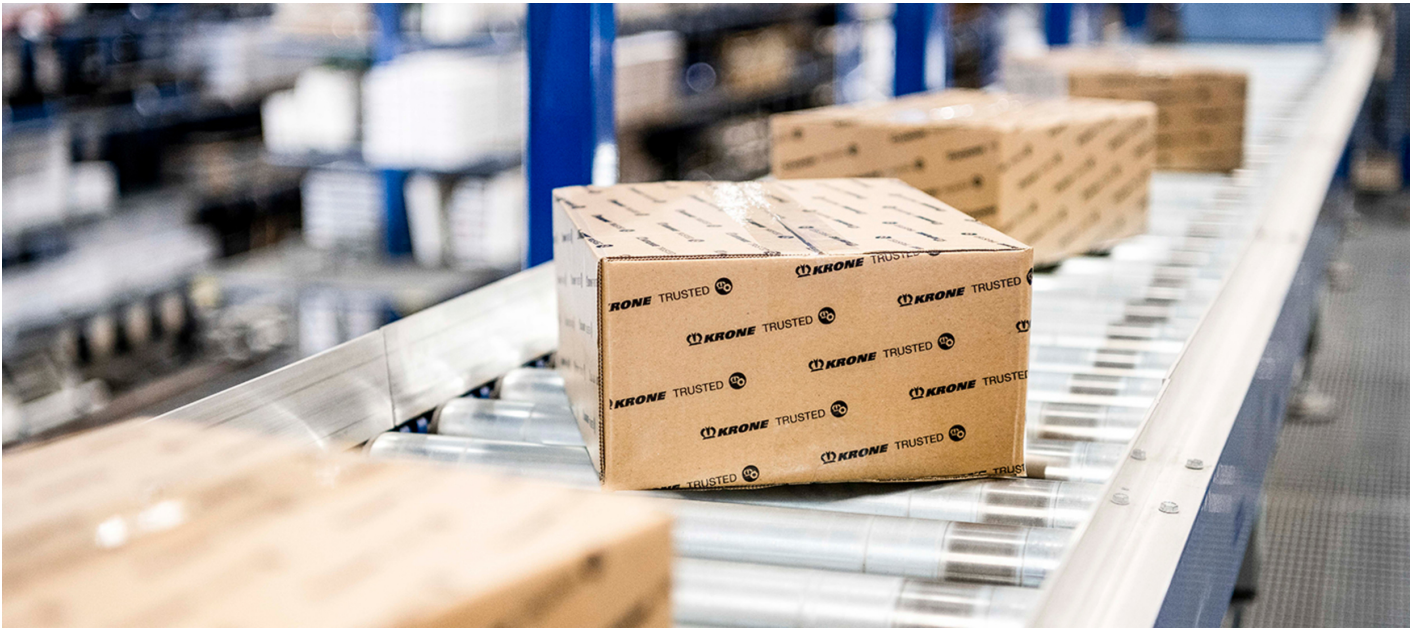




21. February 2023

Krone Trusted: the spare parts brand in Krone quality

The Krone Trusted spare parts brand, which was launched two years ago, was able to gain further market share in 2022. More than 300 different tested brand-name spare parts, which cover more than 80 percent of the common wear parts on trailers and are up to 50 percent lower in price than the original spare parts, can be ordered from Krone throughout Europe from January 2021. The range extends from axle parts and ABS sensors to brake drums, air suspension bellows and brake pads. Krone purchases spare parts directly from well-known European manufacturers, who also supply Krone with original equipment. The low-cost alternative to original spare parts is suitable for Krone trailers as well as for vehicles from other manufacturers. Ewald Gronewald, Sales Manager DACH Spare Parts/Trusted, is very satisfied with the dynamic development: "From the beginning, our strategy was to focus primarily on quality and not on the lowest price. This has paid off because we have practically no complaints on the Trusted parts. Our customers' reorders are correspondingly high. With our Trusted Parts, we even offer a serious alternative to many original parts." Krone only markets the Trusted programme to workshops and fleet operators, not to other dealers. The independent distribution has also proven its worth: The employees visit customers and interested parties personally on site. A large part of the orders are processed via the online shop www.krone-trailerparts.com, to which more than a thousand workshops are connected in the meantime. In order to competently support the workshops in case of repairs, corresponding drawings and instructions are stored in the shop.



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

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