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The new Krone Center in Gebze has opened

Strategic development of Turkish activities

Gebze, 20th May 2016 – The new Krone Center in Gebze (near Istanbul) has now been officially opened. For the opening ceremony, Krone's CEO, Riza Akgün and Andreas Völker, Director of International Sales and Key Accounts welcomed more than 150 customers, press representatives and guests from the Turkish commercial vehicle sector and presented them with an exclusive impression of Krone's new location in Gebze. The Center comprises a total of 10,000 sqm. In addition to the new vehicle sales, there is direct access to the After Sales department with its own spare parts centre, and the whole used vehicles marketing organisation in one place. "We are very happy that we are now represented in Gebze in addition to our production location in Tire," emphasised Andreas Völker. "Gebze is a location where you can hear the heart of the Turkish economy beating. It has an excellent geographical location on one of the main Turkish traffic routes. In this respect, Gebze was the first choice for Krone to advance the strategy of KRONE Commercial Vehicles Group in a consequent manner," Völker continued. Furthermore, Riza Akgün put special emphasis in his speech on the self-image of Krone as a service provider for all trailer needs. "We not only produce high-quality vehicles, but also offer first-class service for them. This includes financing and mobility packages as well as used vehicle trade-in and of course, also a top-notch network of service support points. We will always be where the customer needs us and for this reason, we already installed 32 Krone service stations all over Turkey in recent years", said Akgün. About Krone:

At the Turkish factory in Tire (near Izmir), Krone produces trailers for the national Turkish market as well as for neighbouring markets (Turkic states, North Africa, Middle East) since the end of 2012. Since 2015, the production site is 100% owned by Krone; before, it was managed as a joint venture. The company has invested around EUR 40 million to date in its infrastructure in Turkey. In addition to the Tire site, the Krone Commercial Vehicle Group produces at the locations in Werlte, Herzlake, and Dinklage in Lower Saxony and in Lübtheen (Mecklenburg-Western Pomerania). Krone is currently active in 50 different countries with 41 distribution companies. The export share of the Krone Commercial Vehicle Group is more than 70 percent of the total sales. For the successful development of Fahrzeugwerk Krone, in particular of the Turkish production site Krone TİCARİ ARACLAR SAN.VE TİC.A.Ş (KTA), Krone accepted a prize from the Lower Saxony Ministry of Economics at the Hanover Fair just a few weeks ago.



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

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