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Truck Efficiency Run

On 10 July 2025, Krone Trailer, together with the Goodyear FIA European Truck Racing Championship (ETRC), is organizing the Truck Efficiency Run powered by Krone - an open competition for truck drivers in which the most efficient driving style, not speed or horsepower, is the deciding factor.

‘The competition makes efficiency tangible - beyond technical specifications,’ explains Simon Richenhagen, Head of Marketing at Krone Trailer. ‘We want to show how big an influence the driver has - and how real savings potential can be achieved through conscious, anticipatory driving.’

In the Efficiency Run, drivers from Germany compete against each other - with different tractor units, trailers and drive types. Only one thing is decisive: who will achieve the lowest fuel consumption under real-life conditions? The aim of the event is not only to raise awareness of fuel-efficient driving, but also to emphasise the driver as the most important criterion.

All participants need to bring is their own vehicle combination, a valid class CE driving licence - and the desire to show what they can do behind the wheel. Registration for the competition takes place via a Krone website (<https://www.krone-trailer.com/truck-efficiency-run>). Depending on the number of registrations, a lot will be drawn to decide who will take part in the Truck Efficiency Run powered by Krone.

After the competition, the most efficient drivers will be honoured and celebrated at an award ceremony. The evening will end with a get-together in a relaxed atmosphere.

The Truck Efficiency Run powered by Krone is part of Krone's extensive involvement in the Truck Grand Prix, where the company is traditionally represented as a partner and exhibitor.

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



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