



20. September 2022

KRONE 360° TRAILER SERVICE

At the IAA Transportation 2022 in Hanover, Krone will demonstrate the comprehensive services offered by the Krone 360° Trailer Service, which are increasingly influenced by digitalization. Ralf Faust, Managing Director Service at the Krone Commercial Vehicle Group, explains the strategy: "Across the entire Krone 360° Trailer Service, the focus is on digitalization and networking with our customers, not just this year but in the years to come. Every day, we strive to open up new, better options to our customers, to expand the service and to offer as many themes, data and products in as digital a means as possible, as well as making the products available to order digitally."

A key component of the Krone 360° Trailer Service is the new digital strategy "Krone Intelligent Transport Solutions" or KITS. All digital solutions from KRONE are to be combined under this in the future, from data management and telematics products to the increasingly digitised service components. The Krone 360° Trailer Service start as soon as the Krone vehicle is delivered whether that is with or without telematics: The vehicle data is available digitally in the "My Krone" service portal. In addition, important data and delivery and processing is stored here digitally, so as to reduce the processing effort.

Spare parts service: the Krone Spare Parts Online Shop

The Krone spare parts service is also characterised by digitalization and telematics. A typical example of this is tracking a spare part on its way to the customer – this is a new feature at Krone. In the Krone Spare Parts online shop, around 70,000 spare parts are available for order. Graphics are shown for all available parts in the online shop, so that they can be identified easily and with as much certainty as possible. Many thousands of spare parts now have additional photos or renderings.

One further aspect that has been simplified is that customers can upload their vehicles to the "My Krone" area to make ordering even easier. Just click on the desired vehicle and then choose from the suitable spare parts – a popular service which, in its current state, is ahead of the game in the trailer industry. That is why almost 70 percent of orders are now processed via the online shop. However,

Krone experts are still available by telephone or email when it comes to parts that need to be explained, perhaps if they are electronic items, or in the event of technical queries.

But spare parts can now even be ordered from the Krone Spare Parts Shop without a vehicle identification number. The best way to do this is via the item number, item description or by selecting a photo. Once the item has been selected, it is possible to check whether it really is the right part at a later stage. The “Check use in the vehicle” function can be activated via vehicle identification number.

International reach of spare parts service

Krone is currently expanding the potential and strategic character of the Spare Parts division internationally. To this end, Krone has established subsidiaries and partner companies in all European countries which focus exclusively on the marketing of spare parts.

The new brand, “Krone Trusted”, which was launched at the beginning of 2021, Krone is now also offering cost-effective wear parts as high-quality alternatives to the original, which enable cost savings of up to 50 percent. These spare parts can also be ordered digitally via the shop. In light of the very positive response, Krone will further expand this brand in the future.

Round-the-clock workshop network

To ensure that drivers can quickly and easily find the right service workshop anywhere in Europe at any time, Krone works with a well-developed service partner network. Through a collaboration with Alltrucks Truck & Trailer Service alone, more than 700 service partners in 14 European countries are available to offer a complete and brand-independent service to HGVs and trailers. In order to expand the service packages in the area of fleet management, Krone and the service provider ECR Solutions also offer logistics service providers and shippers tailor-made complete solutions for the management of trailer fleets as part of a strategic partnership. This makes it possible to process claims digitally via the Krone order system and not only in the case of warranty: The customer simply logs on to the portal and sends the appropriate images, if possible. In order to purchase required spare parts directly, the order system is digitally connected to the Krone Spare Parts online shop. The required parts are stored in the shop via the shopping list and can be easily ordered by transferring them to the basket. This service is also available as the Krone Claim Care App.

The Krone Service Locator is also available as an app and online, which can be used to quickly find the right workshop while on the road by entering a postcode. The Krone Tyre Locator app includes service partners specifically for tyre handling.

Another service component from Krone is the flexible modular system “Fair Care”, which takes care of maintenance and wear repairs on trailers for a period of 24 to 72 months. Fair Care is available in three practical packages that build on each other: “Light”, “Basic” or “Complete”. This enables the “Tyre” add-on packages for the tyres, “Cool” for cooling systems and “Lifter” for tail lifts, to be combined as required. Furthermore, there is the additional option “Breakdown” for Europe-wide breakdown handling. In addition to “Fair Care”, Krone has other practical services in its range, including a warranty extension for new vehicles and services related to the Celsineo refrigeration unit, which can also be adapted as required.

Visit us at the Krone trade fair stand!

IAA Transportation 2022 | 20/09/2022 – 25/09/2022 |

Hanover Fair | Hall 27 | Stand C40 | outdoor area N41, Q41, P43



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

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