



Further growth with CTE Trailers Bulgaria

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## KRONE: new importer in Bulgaria

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Werlte, July 2023 - On 1 August 2023, CTE Trailers will start as the new official importer for Krone in Bulgaria, succeeding the previous importer Krone BG Ltd. CTE Trailers has been successful on the market as a Krone partner in Romania for over 20 years and has built up its own service network. The subsidiary CTE Trailers Bulgaria was founded in 2018 and has already been able to establish itself on the Bulgarian market. In order to serve the after-sales market even better, a new sales, service and spare parts centre is planned in the Plovdiv region. CTE Trailers Bulgaria has five authorised service partners in Bulgaria, and more are currently being qualified.

"In Bulgaria we offer all Krone products and services. We plan to sell up to 500 new and 200 used Krone trailers in the next two years, all basically with telematics equipment," says Georgi Baltov, Sales Manager at CTE Trailers Bulgaria.

Dr Frank Albers, Managing Director for Sales and Marketing at Krone: "We would like to express our sincere thanks to our long-standing importer Nikolaj Bonev for the close, productive cooperation. Nikolaj has successfully driven the restructuring in Bulgaria with his small team at Krone BG Ltd. The strong growth in volume has now made it necessary to switch to the larger company CTE Trailers, also a long-standing Krone partner. With our new partner, we see ourselves excellently positioned for the dynamic Bulgarian market and the new challenges."



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

**SIMON RICHENHAGEN**

Phone [+49 5951 209-8216](tel:+4959512098216) · E-mail: [simon.richenhagen@krone.de](mailto:simon.richenhagen@krone.de)