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Maximilian Birle new in the Krone team

Krone pushes telematics and digital services

Werlte, April 6, 2021 – On 1 April, Maximilian Birle took over the management of the "Sales & Service Telematics and Digital Services" department at Fahrzeugwerk Krone. The 36-year-old has already been able to successfully develop and sell numerous digitisation projects at a leading global capital goods group over the past ten years. "I am very much looking forward to the new challenge at the Krone Commercial Vehicle Group. Especially in the transport industry, there are diverse, exciting tasks around telematics and digitisation; the entire industry has an extremely high potential for digitisation. Krone has already set some remarkable milestones in this segment and is known as a particularly innovative company with great, dedicated teams in both the agricultural technology and commercial vehicle sectors."

Ralf Faust, Managing Director Service & Parts, as well as Dr. Stefan Binnewies, COO in the Krone Holding, welcome the addition to the team: "In order to make transport as effective as possible, we are working intensively on trailer digitisation, as we are experiencing a continuously increasing demand from our customers for digital solutions such as the load capacity identification called Krone Smart Capacity Management or also for ETA predictions. With the support of Maximilian Birle's excellent expertise, we can now push further digital projects around our product portfolio."



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

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