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## 10 years in Sweden - market leader today

Ten years ago, in September 2014, KRONE launched a new sales strategy on the Swedish market: Johan Carlstedt initially set up the import business as an exclusive KRONE partner at the Malmö site with one additional employee. With increasing success, the team grew steadily: from two employees in 2016 to five employees since February 2024.

As early as 2018, Carlstedt and his team succeeded in taking over the market leadership in Sweden and never relinquished it again. In 2023, KRONE was the market leader in Sweden for the sixth year in a row, with a market share of more than 30 percent. In 2020, KRONE took over 100 percent of the company in Malmö, southern Sweden, as its own subsidiary and fully integrated it into its sales network as KRONE Trailer Sverige AB under the proven management of Carlstedt.

‘We would like to thank Johan Carlstedt and his team for their great work and look forward to continuing our successful collaboration. With our own subsidiary in Sweden under his leadership, we have succeeded in further strengthening our sales activities and positioning ourselves even better for our Swedish customers as a competent service provider for everything to do with trailers,’ says Dr Frank Albers, KRONE Managing Director Sales & Marketing.

Johan Carlstedt also sees further growth opportunities for the future: ‘With the KRONE Centre in Malmö as the basis for all activities, we are close to our customers. Not only is KRONE's product quality highly valued on the Swedish market, but our customers are also increasingly focussing on the KRONE 360° Trailer Service - from the fast KRONE Spare Parts service to the innovative technologies from KRONE Telematics.’

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

**SIMON RICHENHAGEN**

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

