



22. June 2017

## Krone twice awarded “Best Brand 2017”

Stuttgart/Werlte June 2017. Krone has been named a winner in the category “curtainsided and refrigerated semitrailers” and ranks second best in the category “trailer axles” of the “Best Brands 2017”. The “Best Brands 2017” is a readers’ award organized by publishing house ETM (EuroTransportMedia). The publishers of journals “trans aktuell”, “lastauto omnibus” and “FERNFAHRER” addressed readers to award the “Best Brands 2017” on the commercial vehicles’ market. Approx. 11.500 readers took part in the survey. Bernard Krone gladly comments: “It is a readers’ award - customers ranked the Krone brand from their daily experience. The result of the readers’ survey reliably shows that customers support and trust our commitment to sustainable quality. This applies not only to our curtainsided and refrigerated semitrailers but to our excellent services.” In many countries all over Europe Krone is leader in the market. A strong focus on the customer consistently adds to a great portfolio, making the brand Krone a true experience. Ingo Lübs, Head of Marketing, declares: “The award is both an appreciation and a challenge. Readers throughout Germany voted our brand best in both product categories. It is our task to keep the lead in the ranking.” At the ceremony, Bernard Krone and Ingo Lübs were awarded on behalf of the Krone Commercial Vehicle Group.



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

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