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ECR and Krone with strategic partnership

Tailor-made services for fleet Operators The Krone Commercial Vehicle Group and the service provider ECR Solutions have agreed on a strategic partnership: The aim of the cooperation is the joint further development of service packages in the area of fleet management. The background to the cooperation is the constantly growing challenges facing the logistics industry and its market participants. Not only since the outbreak of the Corona pandemic have fleet operators prepared themselves for an increasing volatility of the markets; thus, many fleet operators expand their fleets situationally and often rely on vehicle types of different manufacturers as well as on partners with various financing and ownership concepts, e.g. purchase, leasing, rental. The complexity of fleet management is increasing at the same rate. Against this background, Krone and the independent service provider ECR have agreed on a strategic cooperation and now offer logistics service providers and shippers customised complete solutions for the management of trailer fleets. The managing partner of ECR Fred Schäfer is pleased about the new partnership: "As a full-service outsourcing specialist for fleet operators, one of our core competencies is in the area of digitalisation of fleet-related business processes. This Logistics 4.0 approach will continue to grow strongly in importance, especially against the backdrop of increasing digitalisation and consistent use of artificial intelligence. With Krone, we have an innovative, competent partner at our side and can now quickly and strategically drive this development forward." Ralf Faust, Managing Director at Krone, and Kim Raun, Managing Director at Krone Fleet, also welcome the cooperation. "We have been working very successfully with ECR for many years, both in the area of warranty processing and with our Full Service ("Fair Care") and rental ("Krone Fleet") products. Now we can offer logistics service providers and shippers a high-quality overall package and make the potential of digital networking accessible to them for their individual customised fleet management." **About ECR Solution** Efficient-Consumer-Response ECR-Solutions Servicegesellschaft mbH, ECR in short, is an independent service provider in the field of commercial vehicle fleet management based in Edewecht. ECR has been successfully active as an outsourcing partner for large fleets at the interfaces between fleet customers, equipment manufacturers and service partners in the handling of repair, maintenance and tyre management for over 20 years. For more than a decade, the Daimler commercial vehicle rental company CharterWay has been one of the fleets that ECR has supported in matters of tyre management and mobility.



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

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