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‘International Trailer Award 2025’ for the KRONE Smart Assistant

KRONE has won the International Trailer Award (ITA) 2025 in the ‘Smart Trailer’ category. The international jury of experts recognized the ‘KRONE Smart Assistant’, which is now available as standard in all new KRONE trailers and offers unique support for drivers and fleet managers.

The KRONE Smart Assistant was developed to make the daily lives of drivers noticeably easier and at the same time significantly increase the efficiency of fleet operations. The trailer status and important data can be called up and reported digitally and in real time - simply by scanning the QR code on the trailer. Without having to install additional apps, drivers can use a standard smartphone to record the condition of the trailer, report damage or defects and thus enable a quick response. Repairs are initiated immediately and unnecessary downtime is avoided.

‘The KRONE Smart Assistant acts as a digital operating system for the trailer and makes it possible to have all important information available at all times,’ explains Ralf Faust, Managing Director Service at KRONE Trailer. ‘We wanted to create a solution that provides maximum support for the driver, without training or complicated systems. The Smart Assistant is intuitive, simple and offers direct added value.’

A paradigm shift in logistics digitalization

The KRONE Smart Assistant marks a paradigm shift in logistics digitalization by putting people at the center and redefining processes around the needs of users. The technology remains in the background and ensures exceptional user-friendliness. This simplicity not only increases efficiency in everyday life, but also changes the industry in the long term. Instead of relying on fragmented, complex systems, the KRONE Smart Assistant offers seamless integration that benefits everyone involved - from drivers to fleet managers - and accelerates digital transformation.

Fast ROI and measurable efficiency gains

For transport companies, the KRONE Smart Assistant not only offers a ready-to-use solution, but also a fast return on investment (ROI). The plug-and-play functionality saves time and money: no major initial investment, training or additional apps are required. A simple scan of the QR code is all it takes to carry out trailer checks, missing parts and damage reports and vehicle documentation in real time. Automatic recording in the KRONE Smart Assistant Portal minimizes downtime and optimizes processes. The efficiency gains are directly measurable, as downtimes are reduced and unnecessary administrative processes are eliminated.

‘The simplicity of introducing and using the KRONE Smart Assistant not only leads to cost savings, but also enables companies to quickly benefit from the advantages of digitalization,’ emphasizes Maximilian Birle, Head of Digital Services at KRONE Trailer. ‘Our customers report a significant reduction in downtime and a better overview of their fleet, which has a direct impact on profits.’

Added value for the driver - easy handling, maximum efficiency

For the driver, the KRONE Smart Assistant means one thing above all: a clear relief in everyday work. By using familiar messenger services such as WhatsApp, Telegram or Viber, drivers can document the trailer status, report damage and exchange information in their native language. The simple and intuitive handling minimizes errors and improves communication. Drivers can act more independently and take immediate action without having to rely on the availability of the dispatch center.

One solution for the entire fleet - flexibility and sustainability

The KRONE Smart Assistant is not only available for new KRONE trailers. Older models and trailers from other manufacturers can also be easily retrofitted - regardless of existing telematics systems. This makes the Smart Assistant a future-proof solution for fleets of all sizes that want to use a centralized platform to operate their entire fleet more efficiently, safely and sustainably.

With the KRONE Smart Assistant, fleet management is centralized in real time, optimizing operations and increasing transparency. Companies benefit from reduced downtime, simplified maintenance and more efficient management. This advanced technology supports both the driver and the fleet manager in driving digitalization and modernizing operations.



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

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