



DIMENSIONS IN MOTION

26. August 2024

KRONE at the IAA Transportation 2024

KRONE: „Dimensions in Motion“

IAA premieres and innovations at the KRONE stand

KRONE is launching its pioneering ‘Dimensions in Motion’ concept at the IAA Transportation 2024 in Hanover. At the innovative stand C40 in Hall 27, guests can experience the four thematic worlds of sustainability, digitalization, automation and electrification as well as the technological advancement of the innovations presented at the last IAA 2022 with all five senses.

The KRONE IAA stand specifically appeals to the human senses - from the resource wall, on which the basic materials of all KRONE trailers, such as steel, wood, rubber or blasting granulate, are exhibited, to the automated popcorn machine. KRONE is also proving that its product portfolio can be properly presented even without trailers on display. With the exception of the new Box Liner container chassis generation, which will be presented for the first time at IAA Transportation 2024, there will be no other vehicles on the stand. Other exhibition vehicles will of course still be on site and will be presented at the three directly neighbouring outdoor stands N41, Q41 and P43.

The new Aucos box liner, which can be automatically pre-adjusted for all container loads from 20‘ rear-flush to 45‘ (with special authorization), is the leitmotif for the ‘Automation’ theme park. A new feature at the IAA 2024 is that the innovative Aucos Box Liner can also couple and uncouple automatically. All of these functions can be explored extensively in the outdoor area.

In the ‘Digitalization’ area, another innovation at the IAA is the KRONE Smart Assistant, which now also fully maps the electronic consignment note eCRM. KRONE Smart Assistant functions like an operating system for trailers: With the help of intelligent software, the technical status can be transmitted to KRONE Telematics from any location via a QR code attached to the trailer. Other surprises in the ‘Digitalization’ theme park include the ‘Digital River’ and the ‘Smart Wall’.

The topic of 'sustainability' can be experienced on a 'resource wall', which demonstrates the sustainability strategy from KRONE. The KRONE trailer feeling can be felt everywhere, because all stand areas on the park-like stand are made of KRONE swap bodies - in a wide variety of configurations and designs, including two L-shaped units arranged one above the other, which serve as a lounge zone on the upper floor. These versatile swap body elements epitomize the idea of sustainability.

In the 'Electrification' area, the focus is on the functionality of the eAxle from the eTrailer. The latest developments relating to the KRONE eTrailer, which in recent field trials has reduced both CO2 emissions and fuel consumption by up to 50 percent and can shorten journey times, will be presented on the neighbouring stand of partner company Trailer Dynamics.

KRONE 360° Service will be present throughout the stand - just like in real trailer life. The focus will be on the new KRONE Trusted Tyre Comfort trailer tyre and the new R:Tyre, which will be available from IAA Transportation 2024.

For the first time at the IAA Transportation, KRONE will be presenting the activities of the entire KRONE Group, which go far beyond the commercial vehicle business. Here, visitors will experience the interplay of state-of-the-art robotics in production or innovations such as the autonomous tractor from the KRONE agricultural machinery division and the manufacturer Lemken. Guests can also find out about the wide range of career opportunities throughout the KRONE Group.

In addition to the four main themes and many new developments, there will be daily activities in the KRONE World in Hall 27: The "KRONE Denkfabrik" will provide daily changing, varied entertainment with talk rounds and interviews with prominent participants on site. The daily programme will be published on the KRONE website in time for the IAA Transportation.

Visit us at the KRONE stand!

IAA Transportation 2024 | 17.09.-22.09.2024

Hanover Fair | Hall 27 | Stand C40 | Outdoor area N41, Q41, P43



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