



09. July 2019

## Krone at Nürburgring Truck Grand Prix

Visit us from 19th to 21st July 2019 at Nürburgring

The Truck Grand Prix at the Nürburgring is the driver's event of the year every year - and of course the Krone Drivers Club will be exhibiting again this year. In a proven manner, Krone will offer various fan articles for drivers and motor sport enthusiasts at attractive prices in the Shop Box. Another highlight at the Krone booth is a so-called Social Booth - a modern photo box in which visitors can create photos and/or videos directly on site and share them on social networks. Krone invites all visitors to a raffle. Among all users who publicly share their photo/video and collect numerous likes, Krone raffles the new game "FIA Truck Racing Championship" by Bigben Interactive every day. Also celebrating its premiere at the Truck Grand Prix is the PROFI association, which Krone initiated jointly with the BGL at the IAA 2018 and which was founded in June of this year in a constituent meeting with a large number of well-known supporters. The abbreviation PROFI stands for Pro Driver Image. The aims of the association are to increase the appreciation of the driver's profession, to improve working conditions for drivers and the general image of logistics as well as to promote the training and qualification of professional drivers in freight and passenger transport. In this context, the founding members of the association will distribute detailed information material on their stands at the Truck Grand Prix 2019. The new club logo, the new PROFI homepage and the various social media channels such as Facebook, Instagram and YouTube will also be presented for the first time. The Truck Grand Prix, which takes place for the 34th time this year, is a major event of the ADAC Mittelrhein e.V. with more than 117,000 visitors. At the Nürburgring in the Eifel region, traditional motor sports enthusiasts, long-distance drivers, truck enthusiasts and country fans from the logistics sector meet. The stand of the Krone Drivers Club is again located in the exhibition park this year.

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

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