



11. February 2019

## Krone wins Image Award

1st place in the trailer category - this great result for Krone was announced during the official presentation of the Image Award 2019 in Munich. Bernard Krone received the award on behalf of the entire Krone team. In addition, Krone achieved second place in the superstructure category. "These two awards are great proof that we are constantly questioning ourselves and our vehicles and are thus able to continuously optimise our products and services. Digitalization is making rapid inroads into the commercial vehicle industry, and the focus is no longer on the tractor, but clearly on the trailer or trailer, which ultimately earns the money. For us as a trailer manufacturer, this is an incentive not only to produce the best possible vehicle quality, but also to develop innovative solutions that make the trailer even more efficient. At the IAA 2018, we presented various systems that met with a very positive response from the market," said Bernard Krone in his acceptance speech. **To the background of the Image Award:**

The image ranking was carried out by the independent market research institute Kleffmann. On behalf of the specialist magazine VerkehrsRundschau, more than 660 fleet managers were interviewed individually about the image of the most important providers of commercial vehicles, products and services. In the current survey, there were 110 brands in twelve categories to choose from.



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

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