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Krone Trusted: Trust pays off

Great response to the new spare parts brand

Werlte, July 2021 – The launch of the Krone Trusted brand at the beginning of 2021 has exceeded all expectations and has been very well received by transport companies and workshops. „We are experiencing a very positive and great response both nationally and internationally", says Ralf Faust, Managing Director Service of the Krone Commercial Vehicle Group. A large number of Krone customers have placed their first orders in the six months since the market launch and have since become regular customers in the Krone Spare Parts Online Shop. (www.krone-trailerparts.com).

"When it comes to timely repairs, our customers particularly appreciate the proven quality they have come to expect from Krone and which we can provide with the Krone Trusted brand," says Ewald Gronewald, Sales Manager DACH Spare Parts/Krone Trusted. "Krone obtains spare parts directly from various well-known manufacturers such as BPW, SAF or Jost, for example, who also deliver to our assembly line with the original equipment. In addition, we provide a twelve-month warranty on all parts." The market also rewards the individual advice: Ewald Gronewald and his team personally visit customers and interested parties on site.

By August 2021, the online shop will have increased to over 300 different Krone Trusted brand spare parts, covering more than 80 percent of common wear parts. The assortment ranges from axle parts and ABS sensors to brake drums, air suspension hoses and disc brake pads. The tested brand-name spare parts, which are up to 50 percent less expensive than the original spare parts, can be ordered throughout Europe. Krone Trusted is therefore an inexpensive alternative to original spare parts without compromising on quality. Krone Trusted spare parts are not only suitable for Krone vehicles, but also for most trailers from other manufacturers.

Ralf Faust plans to further expand the Krone Trusted brand significantly: "The strategy of supplying our customers with spare parts of the usual Krone quality is an important component of the Krone 360°

Trailer Service. This helps us with our declared goal of further optimising the life cycle costs in our customers' fleets. Especially in the cost-intensive axle area, the costs of wear and maintenance can be significantly reduced in large fleets with Krone Trusted."



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

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