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Krone joins goodyear FIA ETRC as official Partner

The European Truck Racing Association (ETRA) announced today the start of a new partnership with German commercial vehicle manufacturer Krone. Having been a valued partner of the championship in 2017, Krone's collaboration with the Goodyear FIA ETRC will be revitalised in the upcoming truck racing season. The partners will work together on their shared common goals, to drive forward sustainable solutions in the transport industry as well as to recognise the important role of truck drivers. These efforts fit perfectly with Krone's "Mission Beyond Zero", which addresses the megatrends of digitalisation, automation, sustainability and electrification and develop innovative solutions. The newly presented Krone eTrailer is capable of reducing the fuel consumption and thus also the CO2 emissions of tractor units by 20 to 40 percent. Furthermore, Krone wants to underline the elementary importance of drivers with its commitment. The events within the framework of the ETRC racing series are regarded as the "family reunion of the industry" and are therefore particularly well-suited for an intensive exchange of ideas and information, while clearly focusing on the appreciation of the rider. "We would like to offer Krone a warm welcome back to the Goodyear FIA ETRC family," said ETRA Managing Director Rolf Werner. "It's great to see Krone return as an official partner after they have already been involved in the championship in 2017. We will be working together to push our key messages of what the truck racing platform and truck industry can bring to benefit the greater good of transportation in all the different and diverse industries that Krone service." Simon Richenhagen, Head of Marketing at Krone Commercial Vehicle Group, added: "Especially in the context of our sustainability strategy "Mission Beyond Zero", it is an important step for us to work together with ETRA again. ETRA has been working intensively on the topic of sustainability transformation for some time. We at Krone would like to make a contribution here and further advance the topic. Personally, it is a matter close to my heart to convey that sustainability involves a high degree of emotionality. We want to prove this with our presentation this year and the Krone eTrailer. In order to convey these messages to a broad international audience, we look forward to working closely with ETRA.



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

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