

Marketing Skills Lab



03-2026



THERMO KING

Marketing skills lab



Welcome

01. We meet quarterly
02. We share experiences
03. We interact & collaborate
04. We learn & grow
05. We record and release presentations

Marketing skills lab



Agenda

01. Welcome and meet the team
02. 2025 TK EMEA Marketing wrapped
03. TK EMEA Marketing Cloud
04. 2026 TK EMEA Marketing Planning
05. Wrap up and re-experience the Skills Lab

Interactivity

Q&A and Polls

→ POLL: Scan this QR code or join
at slido.com # 2340693

→ LIVE CHAT: our team is
available to answer your
questions





Where are you joining from today?

Meet the team



Erika Smets

Marketing Communications
Leader, Events & Projects



Sonja Kaes

Marketing Communications
Truck & Trailer



Evi Derese

Marketing Communications
News & Media, Dealer Support



Wioletta Wallace

Marketing Communications
Aftermarket, Marine, Bus & Rail

TK EMEA Marketing Cloud

One-Stop hub for free,
ready-to-use marketing assets

Thermo King EMEA Marketing Cloud

All marketing
assets in one place

01

03

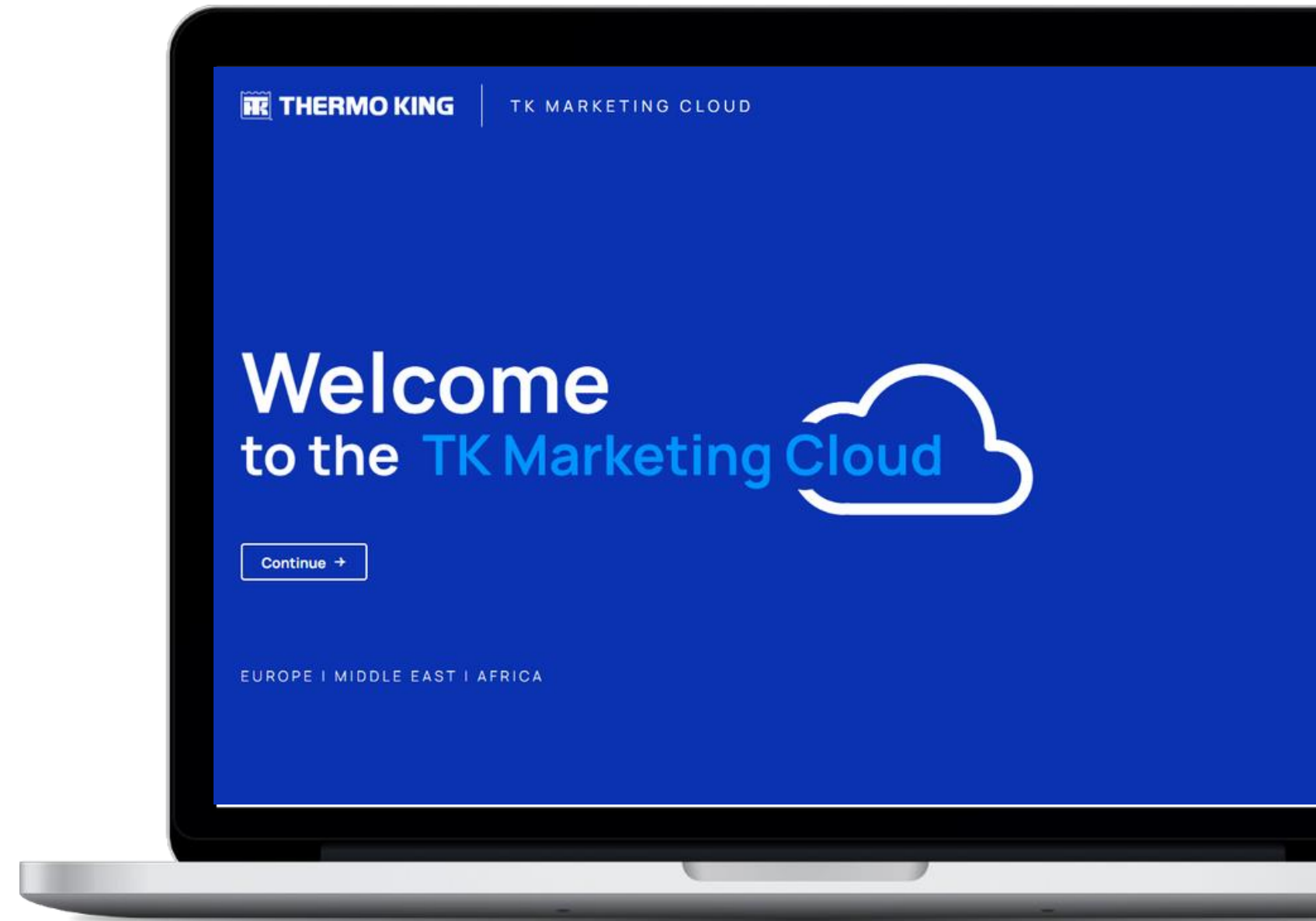
Updated brand identity
and assets

Easy and
intuitive

02

04

Always fresh,
continuously updated





Do you know how to access TK EMEA Marketing Cloud

Access is easy

TK owned dealers & Employees

1. Open Climate Zone
2. Navigate to About our company
3. Go to Our businesses
4. Choose Thermo King EMEA
5. Access TK Marketing Cloud

TK independent dealers

1. Log in to Iservice
2. Click on EMEA Infocentral
3. Access TK Marketing Cloud



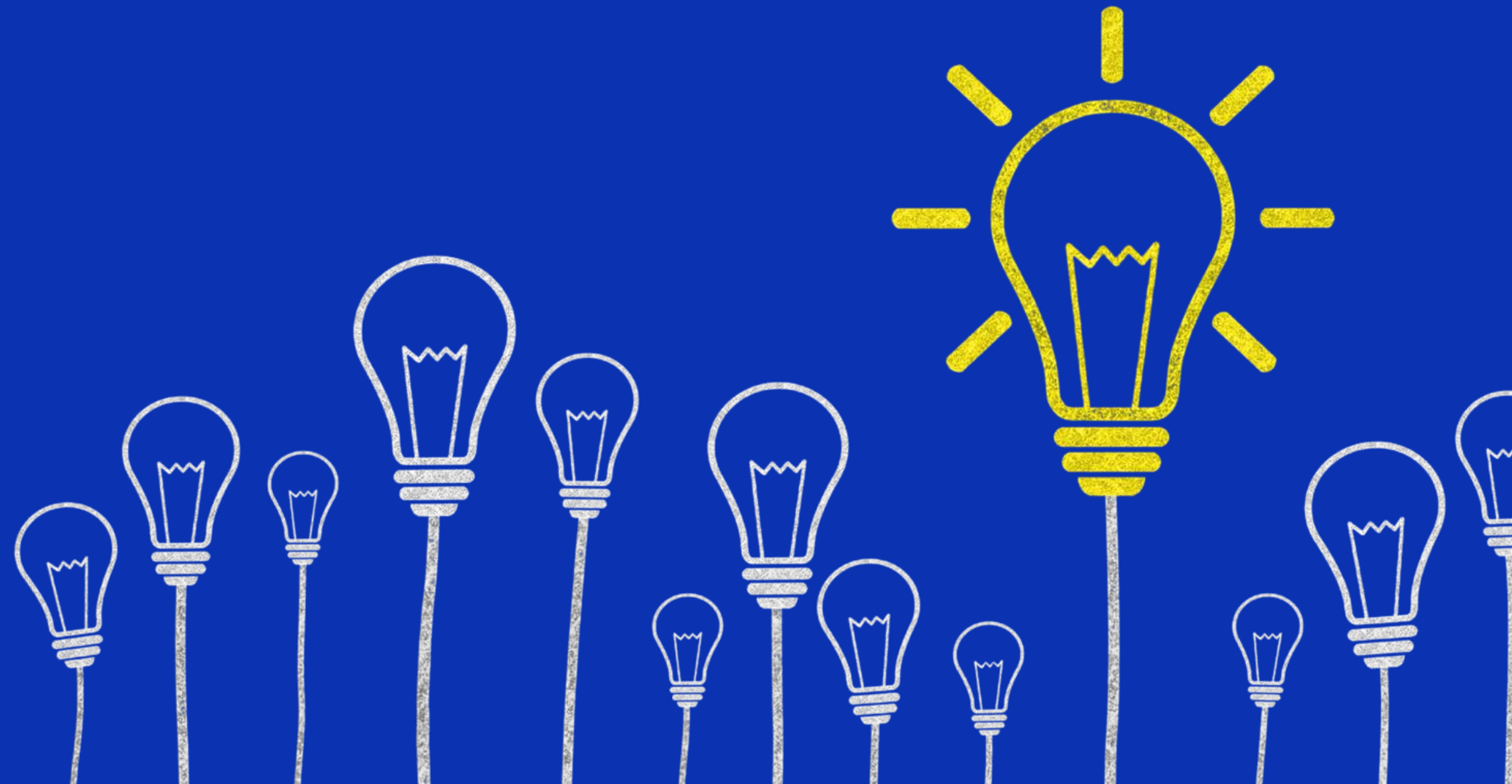
Live demo





Which section of the TK EMEA Marketing Cloud do you/will you visit the most?

Share your
questions
in the live
chat



2026 TK EMEA MARKETING & EVENTS PLAN

2026 Events Plan



europe.thermoking.com/events

WHEN	WHAT	WHERE
04 – 06 February	Fruit Logistica	Berlin (DE)
19 March	Cold Chain Climate & Energy Summit	Warwick (UK)
14 – 16 April	LogiPharma	Vienna (AUT)
14 – 18 April	Intermodal South America	Sao Paulo (Brazil)
22 – 24 April	Intermodal Asia	Shanghai (CN)
13 – 16 May	Transpotec Logitec	Milan (IT)
15 – 20 September	IAA	Hannover (DE)
22 – 25 September	Innotrans	Berlin (DE)
13 – 14 October	Cold Chain Live	Telford (UK)
10 – 12 November	Intermodal Europe	Rotterdam (NL)

2026 Marketing & Events Plan

Q1

jan

Dealer Principal Conference & Dealer of the Year →

TK Electrification rentals – social media series →

Blog : 3 innovations in electric transport →

feb

Sales Kick off meeting

TK UK is growing – TKN acquisition →

Sales battle cards – a new sales tool – all product info on 1 page →

Digital Launch: TK OneView , Ask Tracking (GenAI) & Incab Infotainment →

Blog: Circularity in action at TK →

mar

Service Manager Conference & Award ceremony

Evolution – Product launch →

TK Rental website goes live with SEO / GEO + Translations →

Blog: How rental can solve the aging fleet problem

2026 Marketing & Events Plan

Q2

apr

LogiPharma (Vienna ,14-16 April)

Rental – lead generation campaign

Fuel Crisis – Communication campaign + Dealer Toolkit

Blog: 5 ways to save fuel

may

Tranpotec (Milan, 13-16 may)

Life Cycle Assesment – educational series

Blog - 5 myths on e-axle refrigeration

jun

Advancer– low gwp refrigerant – Pre - launch

Aftermarket: New filter & Coldcube campaign

Blog: LCA & the real CO2 impact of refrigerants

WRAP UP

Marketing skills lab

Key take-aways

01. All essential marketing resources = TK Marketing Cloud
02. Events planning = europe.thermoking.com
03. Quick links on slides 17

Marketing skills lab

We
meet
again



29/05/2026

- TK EMEA Brand Center
- Dealer marketing financial support
- Topic 3



Recap available via
TK Marketing Cloud &
TK Marketing Matters



Which topic would you like us to cover in the next Marketing Skills Lab?

Marketing skills lab



europe.thermoking.com

marketing.europe@thermoking.com

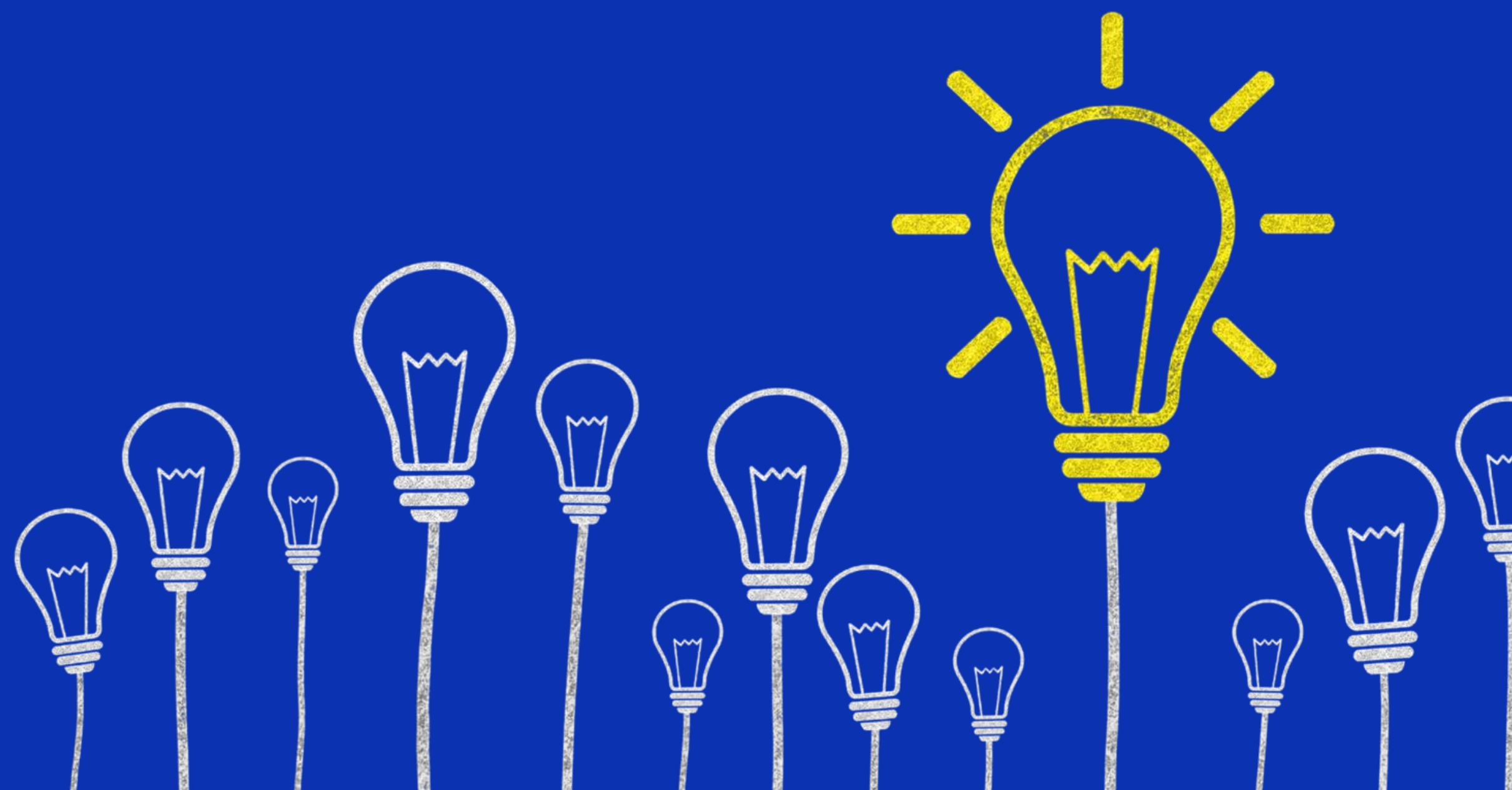
Let's stay
in touch



Thermo King

EUROPE

Let's
talk





Marketing skills lab

Thank
you