



Release Immediate: May 2015

Trelleborg Announces First Stop on 2015 European Road Show

Trelleborg has announced that the first stop on its 2015 European Road Show for agricultural tires will be Sissa Trecasali in Parma, Italy on June 5. The one-day event will provide two field demonstrations in which two tractors will compete over a 200 meter track, head-to-head.

The first demonstration will feature Massey Ferguson MF6613 130 HP tractors, each with a Maschio Pinocchio subsoiler with seven anchors. Designed to showcase how farming professionals can enhance the productivity and efficiency of their operations with Trelleborg's ProgressiveTraction™ technology, one tractor will be fitted with Trelleborg's TM700 ProgressiveTraction™ tires, while the other will have on standard TM700 radial tires.

The second demonstration will showcase the importance of selecting the optimal tire inflation pressure for specific farming operations, as recommended using the Trelleborg Load Calculator. To do so, two Massey Ferguson 8737 370 HP tractors, each fitted with a Maschio Artiglio Magnum subsoiler with seven anchors and Trelleborg's TM1000 High Power tires at different inflation pressures, will compete over the 200 meter track.

Lorenzo Ciferri, Marketing Director, Agricultural and Forestry Tires at Trelleborg Wheel Systems, commented: "When farmers want to increase their crop yields and preserve their land they can benefit from mastering the latest digital innovations to boost performance and share best practice; the Trelleborg Road Show 2015 provides the ideal platform to demonstrate this.

"We thoroughly look forward to showcasing the power of our ProgressiveTraction™ and BlueTire™ technologies and how both can help farming professionals enhance their operations and protect the future of their business."

The TM700 ProgressiveTraction™ is a new /70 series of radial tires designed to meet the renewed focus of tractor manufacturers on the performance of middle range tractors. Engineered according



to the company's BlueTire™ technology, the TM700 tire optimizes the efficiency of farming operations thanks to excellent traction, superior self-cleaning and extra mileage.

The innovative tread design of Trelleborg's TM1000 High Power, which is designed using its BlueTire™ technology, maximizes the tread width and ensures the widest footprint on the market at low pressure with an unbeatable floatation performance. This results in optimum pressure distribution on the ground to boost crop yield, while preserving soil from compaction and erosion.

Trelleborg works closely with leading tractor manufacturers to develop complete solutions, to highlight how the right combination between the tractor and its wheel solution can maximize the investment and boost farming operations. The official partner of the first stop on the road show is leading tractor manufacturer Massey Ferguson. Other official partners include leading agricultural equipment manufacturer Maschio Gaspardo and media partner Macgest.com, an online portal that enables the comparison and calculation of the hourly cost of operating tractors and equipment.

To register your attendance at the one-day event in Parma or for more information on Trelleborg's 2015 European Road Show, visit www.trelleborg-roadshow.com.

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For **more information** or **high resolution** pictures, please contact:

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Company and profile of the Trelleborg group:



Trelleborg Wheel Systems is a leading global supplier of tires and complete wheel systems for agricultural and forest machinery, forklift trucks and other materials-handling vehicles. The company offers highly specialized solutions to create added value for customers. Trelleborg is partner of all leading manufacturers of tractors and agricultural machines. It has annual sales of about SEK 4.167 million (EUR 459 million), 3.047 employees and manufacturing facilities in Italy, Latvia, China, Sri Lanka, Sweden and U.S. www.trelleborg.com/wheelsystems

Trelleborg is a world leader in engineered polymer solutions that seal, damp and protect critical applications in demanding environments. Its innovative engineered solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of about SEK 22 billion (EUR 2.48 billion, USD 3.29 billion) in over 40 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems. In addition, Trelleborg owns 50 percent of TrelleborgVibracoustic, a global leader within antivibration solutions for light and heavy vehicles, with annual sales of approximately SEK 16 billion (EUR 1.78 billion, USD 2.36 billion) in about 20 countries. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com.