



Release: May 2017

Trelleborg and Tractor of the Year 2018: Let the Challenge Begin

Trelleborg and the Tractor of the Year® awards came together once again for the co-marketed event, “Tractor of the Year 2018: Let the challenge begin”.

The widely anticipated “Tractor of the Year 2018: Let the challenge begin” took place at Palazzo Arzaga on Lake Garda, Italy, on May 15 to 16. The kick-off to the Tractor of the Year® awards was attended by representatives from 15 leading tractor manufacturers, along with an international judging panel of 24 journalists from across the European agricultural industry’s most influential publications.

The event provided leading tractor manufacturers with a platform to showcase their candidates for the esteemed awards ‘Tractor of the Year 2018’, ‘Best of Specialized 2018’, ‘Best Utility 2018’, and ‘Best Design 2018’ categories.

Fabio Zammaretti, Chairman of the Tractor of The Year Awards, said: “Tractor of the Year is the only award in Europe where all the participants are strongly involved in all the phases of the awarding process. Let the challenge Begin event is the beginning and a very unique occasion for the manufacturers to present their product innovation to the international jury.”

Lorenzo Ciferri, Marketing Director for Trelleborg’s agricultural and forestry tires, said: “The popularity of the Tractor of the Year® awards has grown significantly over the years, and this is confirmed by the increasing number of brands that participate in this event and compete for becoming the new Tractor of the Year.”

The short list of finalists for the 2018 awards will be announced by the end of June. This will follow a stringent performance assessment of nominees based on criteria such as tractor transmission, electronics, hydraulics, cab comfort, innovative technical features, options and design.

The final awards ceremony will take place at the leading agricultural exhibition, AGRITECHNICA, in Hannover, Germany, on November 12th.

For more information on the Tractor of the Year® awards, visit: www.tractoroftheyear.org and on Trelleborg, visit www.trelleborg.com/wheels.

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