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Trelleborg Announces Launch of YourTire – Making Tractor Tires Unique

At Agritechnica 2017, Trelleborg will unveil YourTire, a new online service that allows customers to personalize their Trelleborg radial tractor tires. Using the YourTire online configurator tool, customers can add their name or logo to new tires, bringing a new level of personalization to farm machinery.

Maurizio Buonopane, Business Development Manager at Trelleborg Wheel Systems, explained; “As with all our innovations, YourTire has its roots in our customers’ requirements.

“Trelleborg is a brand of choice; our leading products are customer specified as original equipment, meaning that when customers configure their machine they are also choosing our tires. YourTire now provides an extra level of personalization, by allowing customers such as commercial agricultural contractors to add their name or logo to the tires fitted to their machines; it makes them and the work they do more recognizable.

“YourTire offers customers something unique; a tire that delivers excellent performance as well as product personalization. We live in an era of customization where the personal touch gets added in many aspects of people’s lives and tires shouldn’t be any different.

On the Trelleborg stand at Agritechnica an IF900/65R46 TM1000 High Power tire will be personalized with the Blunk name.

“Blunk are a key German agricultural contracting firm and we are very proud to have the involvement of such an established leader,” concludes Buonopane.

The IF900/65R46 TM1000 High Power personalized to launch YourTire will be on display at Agritechnica 2017, November 12 to 18 in Hannover, Germany. Further information will be available at Trelleborg’s Agritechnica Press Conference on Monday November 13th 2017.

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For **press releases** from Trelleborg Wheel Systems visit the Press Room at www.trelleborg.com/wheels
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For **more information or high resolution** pictures, please contact:

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Trelleborg Wheel Systems is a leading global supplier of tires and complete wheels for agricultural and forestry machines, materials handling, construction vehicles, motorcycles, bicycle and other specialty segments. It offers highly specialized solutions to create added value for customers and is partner of the leading Original Equipment Manufacturers. Its manufacturing facilities are located in Italy, Latvia, Brazil, Czech Republic, Serbia, Slovenia, China, Sri Lanka, Sweden and U.S. www.trelleborg.com/wheels

Trelleborg is a world leader in engineered polymer solutions that seal, damp and protect critical applications in demanding environments. Its innovative solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of SEK 31 billion (EUR 3.23 billion, USD 3.60 billion) and operations in about 50 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems, and the operations of Rubena and Savatech. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com