



Release Date: March 22, 2021

Trelleborg's Virtual Showroom Takes Customers on a 360-degree Experience of its Tires

The focus of Trelleborg Wheel Systems on heightening the customer's experience has led to the successful launch of its innovative virtual tire showroom. Visitors can now enter the world of Trelleborg tires to explore its products and smart solutions up close, at any time and in any place.

Customers can also connect with Trelleborg experts in the immersive virtual space. No matter where they are in the world, customers can schedule a meeting with a Trelleborg representative, simply by selecting the person they want to speak to in the country of their choice.

Exploring the virtual showroom will immerse visitors in a 360-degree experience, where they can walk around top products from Trelleborg's key tire segments – agriculture, construction and material handling. Thanks to 3D models, the tires' cutting-edge features and designs are revealed, as customers rotate the products and view them from all angles, even better than they could do in person.

Lorenzo Ciferri, VP Marketing & Communications at Trelleborg Wheel Systems, says: "When it comes to tailoring its services and products, Trelleborg continues to innovate so customers can grow their business. Whether seeking out specific products or simply browsing through the showroom, customers are sure to enjoy the personalized, interactive experience that Trelleborg is now offering."

In addition, the virtual showroom will shortly take visitors through a conference center to attend online events. The tool is available in English, but it will soon be online in a number of other languages, including French, German, Italian, Spanish, Dutch and more.

To discover Trelleborg's virtual tire showroom visit:

<https://virtualshowroom-wheels.trelleborg.com>

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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 off-highway vehicles such as agricultural machines, material handling, construction vehicles, and specialty applications. 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 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 about SEK 33 billion (EUR 3.13 billion, USD 3.57 billion) in about 50 countries. The Group comprises three business areas: Trelleborg Industrial Solutions, Trelleborg Sealing Solutions and Trelleborg Wheel Systems, and a reporting segment, Businesses Under Development. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com