



News Release: Trelleborg Wheel Systems

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**Survey shows farming professionals overwhelmingly see sustainability as
a key issue in agriculture tire design**

During two major agricultural exhibitions in 2011 opinion leading contractors and large farmers, when surveyed, overwhelmingly saw sustainability as a key issue in agriculture and important in future tire development.

During the Agritechnica exhibition in Germany and the SIMA exhibition in France, Trelleborg Wheel Systems surveyed more than 300 opinion leaders. 72% stated that they were interested in the topic of sustainability, 84% thought that lowering environmental impact should be considered in future agricultural tire designs, 73% believed that a tire that reduced environmental impact could actually improve the productivity and efficiency of farms.

“This survey demonstrates that farmers are becoming extremely interested in the topic of sustainable agricultural solutions since they result in both higher profits for the farmer and benefits for the environment,” says Marketing Director of Agricultural and Forestry Tires, Trelleborg Wheel Systems, Lorenzo Ciferri. “We are gratified that this supports the substantial investments we have made in our TM Blue[®] environmentally-friendly tire technology and that when specifically asked about this tire, 79% of opinion leaders loved the tire.”

Trelleborg Wheel Systems was well represented at both the Agritechnica and SIMA exhibitions. 33% of high powered tractors on display at Agritechnica were fitted with TM tires and 32% at SIMA.

From the Trelleborg research and development laboratories to the farm, the TM Blue[®] concept includes a set of techniques, patents, solutions and procedures which help decrease the use of natural resources, thereby preserving nature, respecting the soil, reducing fuel consumption and emissions.

For more information on TM Blue[®] go to www.trelleborg.com/TMBlue .



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For more information or high resolution images, please contact:

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Trelleborg Company and Group Profile

***Trelleborg Wheel Systems** is a global supplier of tires and complete wheels for agricultural and forestry machines, fork-lift trucks and other material-handling equipment. The company provides 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 (2010) of approximately \$ 415M, 1,918 employees and six factories worldwide.*

www.trelleborg.com/wheelsystems

***Trelleborg** is a global industrial group whose leading position is based on advanced polymer technology and in-depth application know-how. Trelleborg develops high-performance solutions that seal, damp and protect in demanding industrial environments. The Trelleborg Group has annual sales during 2010 of approximately SEK 27 billion (\$ 2.5 billion), with around 20,000 employees in over 40 countries. The Group comprises four business areas: Trelleborg Engineered Systems, Trelleborg Automotive, Trelleborg Sealing Solutions and Trelleborg Wheel Systems. Trelleborg has been listed on the Stockholm Stock Exchange since 1964 and is listed on the OMX Nordic List. **www.trelleborg.com**.*

For press releases from Trelleborg Wheel Systems, visit the Press Room. Go to www.trelleborg.com/wheelsystems. For press releases from the whole of Trelleborg Group, visit the Trelleborg Media Center. The Products and Solutions section allows you to select news by industry. Go to www.trelleborg.com/news.