



News Release: Trelleborg Wheel Systems

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Trelleborg launches the TM Blue™ concept promoting sustainable agriculture along with premium productivity

Trelleborg Wheel Systems launches the **TM Blue™**, a new agricultural tire concept that offers the highest respect for the environment as well as superior productivity and lower fuel consumption. The innovative concept results from advanced tire engineering and enhanced production processes to decrease the use of natural resources and environmental impact while boosting the farm productivity.

“We challenge our organization daily to look for environmentally friendly approaches that improve the performance and efficiency of our products and solutions” says Lorenzo Ciferri, Marketing Director of Agricultural and Forestry Tires. “The mission of the TM Blue™ concept is to move from the traditional theme of low soil compaction to an advanced overall respect for the earth. This enables farmers to benefit from our caring for the environment and can mean real savings in their pocket through increased productivity and lowered fuel consumption.”

“TM Blue™ is not just about the tire itself but also the Blue manufacturing process,” says Marco D’Angelo, Industrial Director of Agricultural and Forestry Tires . “Significant investment has been made into several projects to reduce energy consumption and to prevent the risk of environmental contamination and includes the use of environmentally-friendly extender oils throughout our production process.”

The TM Blue™ concept is developed to respect the structure of the soil and preserve its organic life by minimizing mechanical damage caused by compression and bad or wrong tillage. This is achieved with its extra wide footprint, carcass deflection capability and the consequent overall pressure distribution on the field. The tire allows the soil to return to its original state as an organic reactor that is capable of absorbing air-bound nutrients, recycling crop residues and retaining water to ensure high crop yields in the short, medium and long term.

The concept incorporates the unique tread design used throughout the TM range. This is characterized by its inter-lug terracing that gives excellent self-cleaning properties, a higher traction capability under torque conditions and less soil transfer to roads. The shape of the lug and damping capability of the carcass guarantee low vibration, significantly reducing the stress on the driver for comfort on the road and benefiting operator health.

In addition, the TM Blue™ concept contributes to a much reduced fuel consumption and consequent substantial lowering in CO² emissions.

For a tractor of 260 Hp during road application, TM Blue can save up to 3,000 fuel liters which means about 2,550 EUR per year, compared to the average performance of the market (reference sizes 710/70R42 – 600/70R30).

The TM Blue™ agricultural tire concept is launched during the SIMA 2011 exhibition, which is being held from 20 to 24 February in Paris. A press conference to support the launch will take place on February 22 at 14:00 at SIMA conference center, room number 405. The TM Blue can be seen on the Trelleborg Wheel Systems stand hall 6, stand B022.

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For more information or high resolution images, please contact:

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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. It has annual sales (2009) of approximately EUR 281 M, over 1,829 employees and 5 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 2009 of approximately SEK 27 billion (EUR 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**.

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