



**Release Immediate: December 2014**

## **Trelleborg Launches New Online Tire Selector**

As part of its commitment to supporting the agricultural industry, Trelleborg has launched its Tire Selector, an intuitive online tool specifically designed to help farming professionals select the right tires for individual applications including agriculture, forestry, agro-industrial and light service.

Available on the Trelleborg Wheel Systems website, the Tire Selector details everything farming professionals need to know about Trelleborg's comprehensive best-in-class portfolio to help them run their farming operations more efficiently and productively. The tool enables users to filter Trelleborg's leading range by technical criteria including technology, section width, overall diameter, tread type and tire size with results available in either Metric or U.S. Units.

Roberto Angelucci, Digital Marketing Manager at Trelleborg Wheel Systems, says: "Modern agriculture demands that farming professionals produce more with less. With that said, tire selection has never been so important in helping to ensure efficient, optimized operations. We are committed to ensuring farming professionals are always up to date with the latest tools, solutions and services, and are delighted to launch the new Tire Selector.

"With the help of the new Tire Selector, farming professionals can rest assured they'll have access to everything they need to ensure they select the right tires to not only boost the productivity and efficiency of their operations, but reduce operating costs and the overall environmental footprint."

Once a user has identified a tire suitable for a specific application, they can access the product brochure and several short videos providing an overview of its performance. In addition, users can also view a table highlighting the tire's optimum inflation pressure in relation to specific applications, loads and speed. If that's not enough, users can submit enquiries regarding Trelleborg's portfolio or alternatively, access any of its innovative tools for mobile applications including the Tire Efficiency, Dealer Locator, aTtraction, Load Calculator, Tire Book and Tire iBrochure apps.

To access Trelleborg's Tire Selector, visit: [www.trelleborg.com/wheelsystems/tire-selector](http://www.trelleborg.com/wheelsystems/tire-selector)



**-ENDS-**

For **press releases** from Trelleborg Wheel Systems visit the Press Room at [www.trelleborg.com/wheelsystems](http://www.trelleborg.com/wheelsystems).

For more **images** visit the image bank at [www.trelleborg.com/wheelsystems](http://www.trelleborg.com/wheelsystems)

For **more information** or **high resolution** pictures, please contact:

Roberta D'Agnano, PR & Events

Telephone: +39 0774 384921

Mail: [roberta.dagnano@trelleborg.com](mailto:roberta.dagnano@trelleborg.com)

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](http://www.trelleborg.com/news) where you can also subscribe to our newsletter.

**Company and profile of the Trelleborg group:**

***Trelleborg Wheel Systems** is a leading global supplier of tires and complete wheel systems for agricultural and forest machinery, forklift trucks and other materials-handling vehicles. The company offers 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 of about 485 million EUR, over 3,000 employees and 8 manufacturing facilities all around the world. [www.trelleborg.com/wheelsystems](http://www.trelleborg.com/wheelsystems)*

***Trelleborg** is a world leader in engineered polymer solutions that seal, damp and protect critical applications in demanding environments. Its innovative engineered solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of about SEK 21 billion (EUR 2.5 billion, USD 3.3 billion) in over 40 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems. In addition, Trelleborg owns 50 percent of TrelleborgVibracoustic, a global leader within antivibration solutions for light and heavy vehicles, with annual sales of approximately SEK 15 billion (EUR 1.7 billion, USD 2.3 billion) in about 20 countries. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on NASDAQ OMX Stockholm, Large Cap. [www.trelleborg.com](http://www.trelleborg.com)*