



Release Immediate: October 2014

Trelleborg launches a new wheel systems website for Mexico and Central America

Trelleborg Wheel Systems launches its new website for Mexico and Central America, a portal to access company information, including its global presence, its latest product innovations and technical solutions for tires and complete wheel systems for agricultural and forest machinery, forklift trucks and other materials-handling vehicles.

Andrea Masella, Marketing Manager Agricultural and Forestry at Trelleborg Wheel Systems in North America, says: "The new web site will be a very useful tool for our customers in Mexico and Central America. It is a place for us to share local initiatives, promotions, contact information, testimonials and test results. The new web site also includes an extensive technical section where our visitors can learn about tire maintenance, pressure setting and other important tire related topics."

Trelleborg has taken a clear direction for digital communication. Online, Trelleborg aims to show to customers the benefits of Trelleborg's advanced products. For farming professionals, Trelleborg illustrates the benefits of its radial technology, which guarantees comfort for the operator, lower soil compaction, greater traction capacity and reduced fuel consumption, to increase efficiency and improve crop yield. For materials handling professionals, Trelleborg emphasizes the benefits of Trelleborg's newest innovation, the Pit Stop Line. These include better planning, reduced spending and increased safety.

The Trelleborg Wheel Systems website is now available in 16 languages. Trelleborg also has an active presence on the main social media channels such as Facebook and YouTube. It offers several digital apps for professional farmers including the TLC – Trelleborg Load Calculator – that is available in 13 different languages.

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For **press releases** from Trelleborg Wheel Systems visit the Press Room at www.trelleborg.com/wheelsystems.

For more **images** visit the image bank at www.trelleborg.com/wheelsystems

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

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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 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

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