



**Release Immediate: November 2014**

### **Trelleborg Tire Book App Now Available For All Mobile Devices**

Trelleborg has extended its digital offering with the launch of its Tire Book app, the digital version of its technical catalogue, for use on iOS and Android smartphones.

The app, already available for use on iOS and Android tablets, is in five languages and enables users to access Trelleborg's technical advice. This details everything farming professionals need to know about its comprehensive portfolio of best-in-class tires and solutions.

The intuitive app showcases Trelleborg's agricultural, agro-industrial, trailer, light service and forestry wheel ranges, including information on the suitability of each range across multiple applications. It gives each tire's optimum inflation pressures in relation to specific applications, loads and speeds and provides comprehensive practical advice on tire maintenance, storage and use.

Roberto Angelucci, Digital Marketing Manager at Trelleborg Wheel Systems, says: "Modern agriculture demands that farming professionals have access to the latest mobile tools and applications. Therefore, we have placed significant importance on investing in our digital offering which includes the Dealer Locator, Load Calculator, aTtraction, Tire Efficiency and Tire iBrochure apps. Completing our portfolio of apps for the agricultural industry, we have taken the decision to extend the availability of the Tire Book app to mobile and tablet users across both iOS and Android tablets and smartphones.

"Committed to the development of our comprehensive product portfolio, we are continually performing stringent testing in a bid to enhance our portfolio's ability to boost the efficiency and productivity of farming operations. As a consequence, technical data can become obsolete and requires updating.

"The TireBook app is therefore regularly updated to ensure that technical data on our best-in-class tires and solutions is always up to date and accurate. This is essential not only for farming professionals, but for our original equipment partners during development or homologation processes, as well as for tractor and combine dealers when farmers wish to select our brand in the tractor configuration phase."



Trelleborg is in the process of adding additional languages to the five currently available.

To download Trelleborg's Tire Book app, visit:

[www.trelleborg.com/wheelsystems/Technical-Information/Trelleborg-Tire-Book/](http://www.trelleborg.com/wheelsystems/Technical-Information/Trelleborg-Tire-Book/)

For more information about Trelleborg's mobile tools and applications, visit:

[www.trelleborg.com/wheelsystems/apps](http://www.trelleborg.com/wheelsystems/apps)

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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)

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***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)

