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Trelleborg launches new TPC dealer program in the UK

Trelleborg has officially launched its Trelleborg Professional Centre (TPC) program in the UK and Ireland. Comprising 28 key agricultural tire specialists, the TPC program will provide a specialised network of dealers supplying the agricultural tire market Trelleborg's complete range of agricultural tires, as well as exclusive training and comprehensive sales support.

Bruce Lauder, Marketing Manager at Trelleborg Wheel Systems in the UK, says: "Following a stringent process, we selected 28 of our strong UK customer base to become official TPC partners, based on their technical and service capabilities and commitment to providing the agricultural industry with solutions which truly add value for the customer."

Trelleborg's new TPC program ensures customers have access to dedicated services, from advice on tire size and type, to free customised load pressure charts. In addition, the new TPC partners will not only provide free tire pressure assessments, but promises to extend customers' tire warranties by up to seven years in return for operating data records to aid research and development.

"We are delighted that so many of our valued customers have opted to take up the challenge of becoming a TPC partner. We want to help our customers run their farming operations more efficiently and productively. We believe the launch of the TPC program will further strengthen our ability to do just that," Lauder continued.

In addition to the launch of the TPC program, Trelleborg has extended its digital offering with the launch of its new Dealer Locator app. Available for download from the Apple store, Google Play and the Trelleborg Wheel Systems website, the new app allows tire customers to find their nearest Trelleborg tire dealer: <http://www.trelleborg.com/en/wheelsystems/UK/Technical-area/Trelleborg-Dealer-Locator/>



For more information on Trelleborg's new Trelleborg Professional Centre program, visit: <http://www.trelleborg.com/en/wheelsystems/UK/Products-and-Solutions/Trelleborg-Professional-Centre/>

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

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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*

***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*