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Trelleborg Launches New State-Of-The-Art Website

Demonstrating its commitment to digital tools and communications, Trelleborg has launched a new, easy to navigate website for its tire and complete wheel solutions for the agricultural and materials handling industries.

Roberto Angelucci, Digital Marketing Manager at Trelleborg Wheel Systems, says: “The new advanced, user-friendly web platform is designed to provide a natural and intuitive user experience courtesy of a more simplified, cleaner visual design and enhanced navigation. This enables visitors to better utilize Trelleborg’s vast experience and unrivalled understanding of the whole lifecycle of agricultural tires.”

The new website provides a holistic view of Trelleborg’s range of agricultural, forestry and industrial tires. With all products now segmented by application, visitors can easily access everything from technical data, product performances and test results, to the latest pictures, movies and apps, at the click of a mouse or swipe of a finger.

Purposefully designed with an emphasis on high quality visuals and graphics, the website showcases Trelleborg’s true capabilities to helping farming professionals to run their operations more efficiently and productively. In addition, the new homepage provides content at a glance, giving visitors a snapshot of what they can expect to find by visiting the numerous areas of the website. Navigation between popular areas of the site has also been streamlined thanks to multiple drop-down menus.

In addition, with a significant number of visitors now accessing Trelleborg’s website using mobile devices and tablets, the new website also boasts responsive design technology which automatically adapts to any viewing device to deliver an optimal, interactive experience wherever visitors are in the world.

“Visitors can also access the Online Tire Selector, which is specifically designed to help farming professionals select the right tires for individual applications; and the online version of Trelleborg’s popular apps such as Load Calculator, Tire Book, Dealer Locator, Tire iBrochure and Tire Efficiency,” concludes Angelucci.



Over the next couple of weeks, Trelleborg will continue to populate all areas of the website. In time, the website will also be available to access to multiple languages.

To explore the new website, visit: www.trelleborg.com/wheels.

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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 SEK 4.167 million (EUR 459 million), 3.047 employees and manufacturing facilities in Italy, Latvia, China, Sri Lanka, Sweden and U.S. 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 22 billion (EUR 2.48 billion, USD 3.29 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 16 billion (EUR 1.78 billion, USD 2.36 billion) in about 20 countries. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com.*