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Trelleborg to Virtually Recreate its European Road Show at AGRITECHNICA 2015

In addition to showcasing its extensive portfolio of high-quality tires and complete wheel systems, Trelleborg is to provide visitors to Agritechnica 2015, to be held in Hannover, Germany, from 8 to 14 November, with the opportunity to relive one of its 2015 European Road Show's many stops.

Lorenzo Ciferri, Marketing Director, Agricultural and Forestry Tires at Trelleborg Wheel Systems, says: "Following the overwhelming success of our 2015 European Road Show, we've decided to do things a little differently at this year's Agritechnica. On stand we'll be providing visitors that didn't attend the 2015 Road Show or those that did and want to relive it, with the opportunity to experience one of the many stops using innovative Oculus rift virtual technology.

"This remarkable technology will provide visitors with the chance to virtually take part in the Road Show's field demonstrations, which showcase how farming professionals can produce more, with less, with Trelleborg. The Road Show is to return in 2016 with yet more stops and visits to countries we have not yet been to."

Trelleborg's 350 square meter stand (stand B6 in Hall 20) will also feature a designated area providing farming professionals with access to its range of advanced, user-friendly digital tools and apps. Taking center stage on a large totem touch screen will be the Trelleborg Load Calculator (TLC), which identifies the precise load per axle of tractors and the optimum tire pressure for each farming application. As well, as an official partner of the new 'Farming Simulator 15' video game, visitors will also have the opportunity to tackle the challenges of modern agriculture, while making themselves familiar with Trelleborg tires across a range of applications.

The third episode in Trelleborg's series of 3D animated movies, "Space Hops", created using the latest, sophisticated, 3D animation techniques, will also be launched.

In addition, the stand will include an area dedicated to Trelleborg's TM700 ProgressiveTraction™ tire, specifically designed to improve farming efficiency thanks to a double lug. Operating on the soil at different times, the double lug progressively releases higher traction when required. To highlight the tire's superior floatation capability, ensuring an even pressure distribution over the extra wide footprint, Trelleborg will host a series of product presentations on stand throughout the event.



“Providing the ideal platform to bring our latest high performance solutions to those that can benefit from them most, on stand at Agritechnica 2015 we’ll showcase our new TM1060 range of tires, designed using ProgressiveTraction™ for the latest generation of tractors ranging from 95 HP to 300+ HP,” added Ciferri.

The giant IF900/65R46 TM1000 High Power tire which boasts a maximized tread design and the widest footprint on the market, providing optimum pressure distribution and the utmost respect for the soil, will also be showcased on stand. The tire will be suspended on stand over an ant to replicate the tire’s advertising campaign, titled ‘Trelleborg, 500 hundred kilograms of lightness’.

Trelleborg’s TM3000 tire, the generation of radial tire designed specifically for harvesting applications will also be on stand alongside its TH400 Agro Industrial radial range for telescopic handlers, backhoes and mini loaders.

For more information, visit www.trelleborg.com/wheels.

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

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

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 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/wheels*

***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.