



**Release Immediate: October 2015**

## **Trelleborg concludes 2015 European Road Show for Agricultural Tires in the UK**

Following one-day events in Italy, Sweden, Austria, Poland, France and Spain, Trelleborg concluded its 2015 European Road Show for agricultural tires at Honingham Thorpe Farm in Colton, Norfolk in the UK on October 7<sup>th</sup>.

Lorenzo Ciferri, Marketing Director, Agricultural and Forestry Tires at Trelleborg Wheel Systems, says: "With over 7,500 farming professionals attending the seven stops to date, each of which was organized in collaboration with leading partners in the agricultural industry, the 2015 European Road Show has proved an overwhelming success.

"The Road Show's field demonstrations provided the ideal platform for us to showcase how farming professionals can produce more, with less, with Trelleborg; from showcasing how farming professionals can enhance the productivity and efficiency of their operations with ProgressiveTraction™ technology, to highlighting the importance of selecting the optimal tire inflation pressure for specific farming operations as recommended using the Trelleborg Load Calculator,.

"With that in mind, I am delighted to reveal that preparation is already under way for the 2016 European Road Show which will include even more stops, in European countries we are yet to visit. We will also take the Road Show to Asia, Africa and North America in 2016, to help farming professionals across continents get the most out of their equipment and protect the future of their business. Watch this space!"

Trelleborg's field demonstration format saw two tractors compete over a 200 meter track simultaneously. Each tractor with a range of identical tools configured to work at precisely the same depth, was fitted with tall, see-through cylinders, showcasing each vehicle's fuel consumption throughout the race. Trelleborg's Tire efficiency app was used to measure the benefits of the performance of the competing tractors in terms of cost savings and reduced working time over one year of operation.

Trelleborg works closely with leading tractor manufacturers to develop complete solutions, to highlight how the right combination between the tractor and its wheel solution can maximize the investment and boost farming operations.



**-ENDS-**

For **press releases** from Trelleborg Wheel Systems visit the Press Room at [www.trelleborg.com/wheels](http://www.trelleborg.com/wheels).

For more **images** visit the image bank at [www.trelleborg.com/wheels](http://www.trelleborg.com/wheels)

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

Roberta D'Agnano, PR & Events

Telephone: +39 0774 384921

Mail: [roberta.dagnano@trelleborg.com](mailto:roberta.dagnano@trelleborg.com)

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](http://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 billion (EUR 459 million), 3.047 employees and manufacturing facilities in Italy, Latvia, China, Sri Lanka, Sweden and U.S. [www.trelleborg.com/wheels](http://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](http://www.trelleborg.com).