



## **Trelleborg is an Exclusive Fit for New MF 5610 Antarctica2 Special Edition Tractor**

Trelleborg tires will exclusively equip the new MF 5610 Antarctica2 Special Edition tractor. The new MF 5610 Antarctica2 has been launched by Massey Ferguson to celebrate one of its tractors reaching the South Pole in December last year.

Between November 2014 and January 2015, Trelleborg was Massey Ferguson's official partner for its tractor expedition to the South Pole, "Antarctica2". The 2,350 kilometres expedition saw 'Tractor Lady', Manon Ossevoort, drive a MF 5600 tractor to the Pole across treacherous snow and ice with a team of polar specialists.

Campbell Scott, Massey Ferguson Director Marketing Services, says: "The expedition and the tractor captured the imagination and the hearts of a worldwide audience, many of them working farmers who will be interested in buying their own version of this incredible machine. The journey to the South Pole was an epic, inspiring achievement and we're expecting strong demand for the Special Edition."

For the expedition, Trelleborg developed a special multi-purpose set of complete wheels, both tires and rims, which enabled the MF 5600 tractor to tackle the severe weather conditions of the Antarctic.

Trelleborg tires proved highly resilient, successfully coping with the harsh temperatures. Not only did the tires not freeze, but they remained soft, ensuring reliability and driver comfort throughout the journey. The main challenge the tire faced was that of traction when climbing glaciers. However, thanks to the additional grip provided by the ultra-deflection of the carcass and tire's wide footprint, the tractor experienced only minor slippage on the mountains.

"To reflect the contribution that Trelleborg made to the success of the Antarctica2 achievement, the first tractor with wheels rather than tracks to reach the South Pole and return safely, only Trelleborg tires will be fitted to the Special Edition tractor," continues Scott.

Paolo Pompei, President of Agricultural & Forestry Tires at Trelleborg Wheel Systems, comments: "The collaboration agreement between Trelleborg and Massey Ferguson on the Special Edition tractor is a strategic step forward, through which the two companies undertake to cooperate in product innovation and marketing to the benefit of their customers. The aim of the partnership is to

offer the customer a state-of-the-art solution, conceived to maximize productivity and guaranteed to be extremely easy to use and very comfortable.

“Interpreting the needs of modern agriculture, and to the advantage of its customers, Trelleborg believes in cooperation between the agricultural industry leaders in all activities, from R&D to Marketing.”

Discover the MF 5610 Antarctica2 Special Edition tractor fitted with Trelleborg tires at [www.masseyferguson.co.uk/mf5610special.aspx](http://www.masseyferguson.co.uk/mf5610special.aspx)

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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).

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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)

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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/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 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).