



Release Immediate: September 2015

Trelleborg Releases New Agricultural Tire Industry Magazine

Trelleborg announces the official launch of its aTtraction magazine in the U.S. The first issue will be released in September 2015 in print and online. The magazine has an agriculture focus, bringing industry and company news to farmers and dealers nationwide. With testimonials from North America's top farmers, this new publication will give readers a firsthand look into the benefits and advantages of operating with Trelleborg agricultural tires.

Andrea Masella, North American Marketing Manager of Trelleborg Wheel Systems agricultural and forestry tires operation, says: "As a company dedicated on agriculture, we are proud to present our aTtraction magazine to North American farmers.

"The aim of this magazine is to share our vision of modern agriculture with farming professionals that are as passionate about this business as we are. This magazine is made for them and with them. Reading aTtraction is a way to learn and stay up to speed on the latest product innovations as well as stories of producers that have been successfully using Trelleborg tires."

Trelleborg aims to support and connect with professionals in the industry through this free publication. In the first issue of the magazine, readers will learn about Trelleborg latest manufacturing facility in the U.S. and have the opportunity winning a limited edition Trelleborg T-shirt by sending their photos with Trelleborg tires.

The digital version of the new magazine will be available on the Trelleborg aTtraction App, on all mobile devices and platforms. At just the swipe of a finger, the app provides farming professionals with access to industry leading technical advice, case studies showcasing the most innovative and ground-breaking machines as well as technologies and thought provoking insights from some of the most recognized names in the agricultural industry. The app also features a user-friendly interface that allows farmers to share their favorite content with friends and colleagues by e-mail, via Facebook or Twitter.

To subscribe to aTtraction magazine, call Trelleborg customer service 1-866-633-8473 or download it online at www.trelleborg.com/wheels_us



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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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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/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.