



**Release Immediate: March 2016**

## **Trelleborg Releases New Agricultural Tire Industry Magazine**

Trelleborg announces the official launch of its aTtraction magazine in China. The first issue will be released in March 2016, in print and online. The magazine has an agriculture focus, bringing industry and company news to farmers and dealers nationwide. With testimonials from China's top farmers, this new publication will give readers a firsthand look into the benefits and advantages of operating with Trelleborg agricultural tires.

Sandy Luo, Senior National Sales & Marketing Manager China, Trelleborg Wheel Systems agricultural and forestry tires operation, says: "As a company dedicated to agriculture, we are proud to present our aTtraction magazine to Chinese 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 enjoy stories of producers that are 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 can find out about Trelleborg's latest manufacturing facility in the South Carolina in the U.S. and know more about the Trelleborg field demonstrations taking place around China.

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.

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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 4.315 (EUR 461 million), 3.295 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 SEK 25 billion (EUR 2.65 billion, USD 2.94 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, the global market leader within antivibration solutions for light and heavy vehicles, with annual sales of SEK 18 billion (EUR 1.94 billion, USD 2.15 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).*