



Release Immediate: October 2016

Enrich Your Farming with New Ad Campaign from Trelleborg

Reaffirming its commitment to helping secure a sustainable future for farming and in-line with its tradition of creating innovative, poignant and emotional campaigns, Trelleborg is set to launch its new, exciting campaign for agricultural tires, 'Trelleborg. Enrich your farming.'

The multi-subject campaign highlights how Trelleborg's high performance solutions for the agricultural industry can enhance the value of crops, by increasing their quality and yield. To visually represent the value that Trelleborg adds to farming operations, each crop, such as sunflower, wheat, corn and grapes, comprises precious stones, such as diamonds and emeralds.

Lorenzo Ciferri, Marketing Director of Agricultural and Forestry Tires at Trelleborg Wheel Systems, commented: "Here at Trelleborg we hold a longstanding commitment to developing solutions that create added value for farming professionals. For our agricultural customers, this means increasing productivity, quality and efficiency of their farming operations to achieve our ultimate goal, which is to enhance the long-term profitability of their farming operations.

"Therefore, it was vital that we created an advertising campaign that was not only hard-hitting and creative, which we know resonates with our customers, but one that reflects the passion that we share for farming and sustainable agriculture.

"Our customers' crops are the stars of the campaign. 'Trelleborg. Enrich your farming.' showcases how each of our best-in-class solutions can boost the efficiency and productivity of our customers' farming operations, whether they're growing and harvesting sunflowers, wheat, corn or grapes."

With the campaign to launch globally on October, 'Trelleborg. Enrich your farming.' will be showcased at many of the agricultural industry's leading fairs and exhibitions, beginning with at EIMA 2016 in Bologna, Italy, from November 9 to 13.

For more information about 'Trelleborg. Enrich your farming.' 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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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 4.315 (EUR 461 million), 3.295 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 solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of SEK 30 billion (EUR 3.25 billion, USD 3.60 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, and the operations of Rubena and Savatech. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com.*