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Trelleborg and Tractor of the Year 2017: Let the Challenge Begin

Trelleborg and the Tractor of the Year® awards will come together once again to further strengthen their strategic partnership for the co-marketed event, “Tractor of the Year 2017: Let the challenge begin”.

Following the success of last year’s event, the widely anticipated “Tractor of the Year 2017: Let the challenge begin” will take place at Palazzo Di Varignana, in Bologna, on May 10 to 11. The kick-off to the Tractor of the Year® awards will be attended by representatives from 13 leading tractor manufacturers, along with an international judging panel of 24 journalists from across the European agricultural industry’s most influential publications.

The event will provide leading tractor manufacturers with a platform to showcase their candidates for the esteemed awards ‘Best of Specialized 2017’, ‘Best Utility 2017’, ‘Tractor of the Year 2017’ and ‘Best Design 2017’ categories.

Fabio Zammaretti, Chairman of the Tractor of The Year Awards, says: “This event is a unique occasion for the tractor manufactures to present their product innovations in front of the biggest independent European network focused on the development of agricultural mechanization.”

Paolo Pompei, President Trelleborg Agricultural and Forestry Tires, says: “The popularity of the Tractor of the Year® awards has grown significantly over the past couple of years, and this is demonstrated by the fact that every year a number of new brands participate in this event in a bid to become the new Tractor of the Year®.”

The Tractor of the Year® jury will announce the short list of finalists for the 2017 awards by the end of June. This will follow a stringent performance assessment of nominees based on criteria such as tractor transmission, electronics, hydraulics, cab comfort, innovative technical features, options, design and price to Hp ratio.

The final awards ceremony will take place at the international agricultural exhibition, EIMA, in Bologna, Italy, on November 9.

Previously this year, Trelleborg and the prestigious Tractor of the Year® awards officially extended the strategic partnership for a further four years.



For more information on the Tractor of the Year® awards, visit: www.tractoroftheyear.com and on Trelleborg, visit www.trelleborg.com/wheels.

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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 4.315 (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 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 Vibracoustic, 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.*