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## **Trelleborg Named as Official Partner of the Valtra Demo Tour 2016**

After collaborating on the final leg of Trelleborg's 2015 European Road Show for agricultural tires in the UK, Trelleborg has been selected as the official partner of tractor manufacturer Valtra on its Demo Tour 2016 across Europe.

Lorenzo Ciferri, Marketing Director Agricultural and Forestry Tires at Trelleborg Wheel Systems, says: "Over the years, Valtra has demonstrated a long-term commitment to meeting the evolving wants and needs of farming professionals in a bid to foster the development of the agricultural industry. Here at Trelleborg, we too share that same commitment through the development of innovative solutions such as our new TM1060 tire range, helping farming professionals produce more with less.

"To be recognized so enthusiastically as a pioneer for innovation and be named as an official partner on Valtra's 2016 Demo Tour is a fantastic achievement and one we are extremely proud of."

The innovative TM1060 tire upgrades the Trelleborg offering of high performance solutions for new generations of tractors, ranging from 80 to over 300 HP. The range boasts an improved load capacity and overall performance. The largest size in the new range, the VF 710/60R42, provides a carrying capacity up to 40 percent higher than premium alternatives in the market. In addition, unlike many existing solutions on the market, it can be used with narrower rims, enhancing tractor efficiency.

During the Demo Tour, Trelleborg will conduct field demonstrations to showcase the importance of selecting the optimal tire inflation pressure for specific farming operations, as recommended using the Trelleborg Load Calculator.

Mikko Lehikoinen, Marketing Director at Valtra, commented: "Throughout its 2015 Roadshow, Trelleborg demonstrated its capacity to educate farming professionals on how to boost the efficiency and productivity of their farming operations. We firmly believe that the company's unrivalled know-how and portfolio of best-in-class solutions will add value for our customers throughout the tour."

Kicking off in Greece in January and continuing until late 2016, the tour will visit farm shows and special customer events in as many as 18 European countries, showcasing the latest generation of Valtra tractors, including the award winning N and T Series and the powerful S Series.

**-ENDS-**



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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](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).*