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Trelleborg Makes Customers Heroes in New Success Stories

Trelleborg is making its customers heroes with the company's latest initiative, telling stories of successful project implementation from the point of view of the users. The new Heroes program collects experiences from professional farmers to highlight their issues and how Trelleborg has played a role in solving them.

The series launches with the story of Guillaume Agneessens, co-owner of Agri Minon, an agricultural contracting company in Belgium. Agri Minon offers a full service, specializing in sowing, harvesting, spraying, monitoring culture, fragmented records and the PAC statement.

Mr Agneessens says: 'We invested in Trelleborg's tires to stand out from the competition, and we've been impressed with their performance so far. At the beginning of the season, when we were spreading fertilizer on very damp grass, the TM1060 left no footprint whatsoever. The traction capacity and wear resistance is also very much improved compared to traditional tires.'

Thanks to Trelleborg's ProgressiveTraction™ technology, the TM1060 range promises to improve farming efficiency with its double lug. The ProgressiveTraction™ Tread boosts grip while the strong base of the lug significantly reduces vibrations. Operating on the soil at different times, the double lug progressively releases higher traction when required.

Mr Agneessens continues: "We would certainly recommend Trelleborg's TM1060 to those contractors who really want to offer a great service to customers. We will definitely be using Trelleborg tires on more tractors."

To see more about Guillaume's story, watch his video on the TrelleborAgri YouTube channel [<https://www.youtube.com/watch?v=0CWV-Ctan7Q>].

Trelleborg has created a new webpage to showcase all the customers taking part in the Heroes initiative, which will be kept up to date with new video interviews with Heroes around the world, as they become available.



To see find out more and meet Trelleborg's full list of heroes, visit: www.trelleborg.com/wheels/agri/heroes.

The Heroes' stories can also be found in Trelleborg's aTtraction magazine app. The aTtraction magazine app brings together industry and company news for the information of farmers and dealers. With testimonials from top farmers, the app offers a first-hand look into the benefits and advantages of operating with Trelleborg agricultural tires.

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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 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