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## **Trelleborg Announces Stop in Italy on Its 2016 Agricultural Tire Road Show: Produce More with Less**

Trelleborg announces that the second stop in Europe on its 2016 Road Show for agricultural tires will be at the exhibition Nova Agricoltura in Bologna, Italy, on July 21. Field demonstrations will be held during the day to showcase the importance of selecting the optimal tire inflation pressure for specific farming operations, as recommended using the Trelleborg Load Calculator (TLC).

To do so, a New Holland T8.410 Auto Command tractor, fitted with Trelleborg IF 650/60R34 TM1000 High Power front tires and IF 900/60R42 TM1000 High Power rear tires will run over two 200 meter tracks, with different inflation pressures. The tractor will be equipped with transparent cylinders showing the vehicle's fuel consumption throughout the trial. The two tracks will be monitored by a digital chronometer that will measure the time gap between the two tracks and a computer application will calculate the efficiency savings. In addition, the tires footprint and soil compaction will be measured.

Lorenzo Ciferri, Marketing Director Agricultural and Forestry Tires at Trelleborg Wheel Systems, points out that tire pressure is not merely a matter of efficiency but is also about productivity over the long term. "It's important to avoid damage in the first place," he explains. "Soil compaction from tractor tires can reduce the yield in subsequent years. Each tire mark can mean less crops. Compaction affects the soil's porosity and thus the infiltration rate, allowing rainwater to run off the surface, taking nutrients and pesticides with it."

Test results have demonstrated that by applying the lowest possible pressure as recommended by the Trelleborg Load Calculator app, soil compaction is significantly reduced. This is expected to be clearly shown by the water infiltration test during the exhibition. In addition, farming professionals can reduce operating time by up to 17 percent and lower farming costs by up to 25 percent. "This is a win-win situation," Ciferri says. "Alongside the financial benefits, the real saving is in improving the soil structure."

Previous trials have proved that lowering tire pressure can bring substantial benefits, but with the stipulation that only higher-specification tires, such as the TM1000 High Power range can perform well both on and off the fields. "The Trelleborg tires on show let you drive over the field at low pressure while still driving at speed on the road," concludes Ciferri.



Kicking off in Germany in June and continuing until late 2016, the roadshow will visit farm shows and special customer events in as many as seven European countries, in China and South Africa to showcase the latest generation of Trelleborg tires and complete wheels.

To register your attendance at Trelleborg field demonstrations or for more information on Trelleborg's 2016 Road Show, visit [www.trelleborg-roadshow.com](http://www.trelleborg-roadshow.com).

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