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Trelleborg and Valtra combine with YourTire to take personalization further

At Agritechnica 2017, Trelleborg and Valtra will unveil their joint project to offer personalized tires to customers through the addition of Trelleborg's YourTire service within the Valtra Unlimited Configurator. Customers will be able to personalize their Trelleborg tractor tires when they configure their Valtra tractor, adding their own name or the Valtra logo to the tire sidewall.

Mikko Lehikoinen, Marketing Director at Valtra commented: "Valtra strongly believes in unlimited personalization for customers as being a key industry differentiator and source of added value for customers; every Valtra tractor is built to fulfill the needs of an individual customer. In this context we are delighted to welcome Trelleborg YourTire to the Unlimited world of Valtra".

At Agritechnica a Valtra S394 tractor personalized with the Valtra logo on its Trelleborg tires will take center stage at the Valtra stand, Hall 20 booth A26c.

Paolo Pompei, President at Trelleborg Wheel Systems, explained: "Trelleborg is a brand of choice; our leading products are customer-specified as original equipment, meaning that when farmers configure their machine they are also choosing our tires. We are delighted that Valtra have chosen to add YourTire to the Unlimited Configurator to take personalization further, allowing customers to add a personal touch to their tires to make them and the work they do more recognizable.

"We believe that our partnership with Valtra is a perfect fit as Valtra have been pioneers of personalization within the tractor industry. Together we take personalization to the next level, providing customers with a unique solution".

YourTire will be on display at Agritechnica 2017, at Trelleborg stand, Hall 20 booth B04, November 12 to 18 in Hannover, Germany. Further information will be available at Trelleborg's Agritechnica Press Conference on Monday November 13th 2017 or at Valtra stand.

-ENDS-

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For **more information** or **high resolution** pictures, please contact:

James Pick, Marketing Communications Director



Phone: +44 7810 157050; Email : james.pick@trelleborg.com

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Trelleborg Wheel Systems is a leading global supplier of tires and complete wheels for agricultural and forestry machines, materials handling, construction vehicles, motorcycles, bicycle and other specialty segments. It offers highly specialized solutions to create added value for customers and is partner of the leading Original Equipment Manufacturers. Its manufacturing facilities are located in Italy, Latvia, Brazil, Czech Republic, Serbia, Slovenia, 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 31 billion (EUR 3.23 billion, USD 3.60 billion) and operations in about 50 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