



FIMA 2018

Zaragoza, Spain

February 20 - 24, 2018

Hall 7, Stand D/7

Trelleborg to Showcase Products & Solutions for Smart Farming at FIMA 2018

At FIMA 2018, Trelleborg will showcase a number of key innovations aimed at helping farmers to produce more with less, sustainably.

Ramon Martinez, Country Manager for Spain, explained: "Innovation and sustainability are at the heart of what we do. Digitalization and the increasing use of technology in farming operations are key trends which we have supported for some time now; what we are showcasing at FIMA is an evolution of that process.

"The increased use of technology and the digitalization of agriculture is an incredibly important development for farming and Trelleborg is right at the forefront of this movement. The challenge, as always, is to produce more with less and to do so sustainably. Technology has a transformational effect on the ability to do this and we are naturally proud to bring it to life at FIMA."

At the show, Trelleborg will showcase:

- **The ConnecTire smart wheel.** Brand new from Trelleborg, the **ConnecTire** is a sensor-based smart wheel, which increases efficiency and productivity by reducing the risk of tire slippage on the rim. ConnecTire constantly monitors two key variables – tire pressure and temperature – which it relays to both tractor and farm mainframes via Bluetooth and wireless connectivity. Operators set their target tire pressure and can then monitor how tire pressure deviates from that target and act accordingly. Should corrective action be required, ConnecTire automatically sends an alert via its App, ensuring minimum disruption and maximum machine safety. ConnecTire has been **recognized at the FIMA Agricola 2018 technical innovation awards in the category "Tractors and self-propelled machines and energy"**.
- The **VIP (Variable Inflation Pressure) system** is a smart solution capable of self-adjusting the tire pressure of a combine harvester during use. Responding to the precise load it optimizes tire footprint, thereby reducing soil compaction. The VIP



system was **awarded a Gold Medal at the 2017 SIMA innovation awards** and will be presented via on stand live demonstration throughout the exhibition.

- **PneuTrac** is a new generation of agricultural innovative tires that combines the advantages of a radial agricultural tire with the benefits of a track. It delivers unbeatable performance on both steep slopes and muddy terrain, reducing downtime to zero in demanding conditions. On stand Trelleborg will exhibit the **480/65T28** size.
- The **YourTire personalization service** is illustrated on an IF710/75R42 TM1000 High Power tire showing the personalization chosen by SAT Ansó, a leading producer of alfalfa for more than three generations. YourTire is an online service that allows farming professionals to personalize their tires with either their name or logo.

“At FIMA 2018 visitors will see the very best of what Trelleborg has to offer. Through our groundbreaking innovations we will be sharing our commitment and passion for farming in Spain; helping to produce more with less, sustainably,” Martinez concludes.

FIMA 2018 runs from February 20 to 24 in Zaragoza, Spain.

For more information, visit: www.trelleborg.com/wheels.

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

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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 about SEK 32 billion (EUR 3.28 billion, USD 3.69 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. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com