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Trelleborg's latest campaign emphasizes the light touch on the ground of its agricultural tires

Trelleborg is set to launch a new exciting campaign, 'Trelleborg. Five hundred kilograms of lightness.' at the widely anticipated "Tractor of the Year 2015: Let the challenge begin", on May 6. Reaffirming Trelleborg's commitment to help secure a sustainable future for farming and in-line with its tradition of creating innovative campaigns, the new campaign aims to visually represent the juxtaposition of both the lightness and sheer power of the high performance, 500 kilogram, TM1000 High Power tire in terms of its performance.

Despite being one of the largest, widest and strongest tires available on the market, Trelleborg's TM1000 High Power tire ensures the lightest touch on the ground, thanks to its wide footprint. It provides farmers with unbeatable productivity while preserving soil health, thus ensuring higher crop yields. In addition, it's reduced rolling resistance results in low fuel consumption and emissions, helping farming professionals to produce more in a sustainable way.

Lorenzo Ciferri, Marketing Director of Agricultural and Forestry Tires at Trelleborg Wheel Systems, says: "Research suggests that by 2050, the world's population will increase by as much as 30 percent. However, it is clear that the supply of natural resources simply can't keep up. As such, agriculture has a fundamental role to play in meeting future environmental challenges.

"From Research and Development through to manufacturing, Trelleborg allocates considerable resources to guarantee the performance, reliability and safety of its products and solutions, always with total respect of the environment to help shape the future of agriculture.

"It is this commitment that lead to the development of our innovative TM1000 High Power tire, which, utilizing our BlueTire™ technology tread, significantly enlarges tread width and ensures an extra wide footprint at low pressure and an unbeatable floatation performance. This results in



optimum pressure distribution on the ground to boost crop yield, while preserving soil from compaction and erosion.

“Trelleborg. Five hundred kilograms of lightness.’ further showcases that Trelleborg has long lead the way when it comes to developing innovations to boost the efficiency and productivity of today and tomorrow’s farming, while increasing the environmental performance of the tractor.”

For more information about ‘Trelleborg. Five hundred kilograms of lightness.’ visit <http://www.trelleborg.com/en/wheelsystems/>

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For **press releases** from Trelleborg Wheel Systems visit the Press Room at www.trelleborg.com/wheelsystems.

For more **images** visit the image bank at www.trelleborg.com/wheelsystems

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

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For press releases from the whole of **Trelleborg Group**, visit the Trelleborg Media Center. The Products and Solutions section allows you to select news by industry. Go to www.trelleborg.com/news where you can also subscribe to our newsletter.

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 a partner to leading manufacturers of tractors and agricultural machines. It has annual sales of about 485 million EUR, over 3,000 employees and eight manufacturing facilities around the world. www.trelleborg.com/wheelsystems

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 about SEK 21 billion (EUR 2.5 billion, USD 3.3 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, a global leader within antivibration solutions for light and heavy vehicles, with annual sales of approximately SEK 15 billion (EUR 1.7 billion, USD 2.3 billion) in about 20 countries. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on NASDAQ OMX Stockholm, Large Cap. www.trelleborg.com