



Trelleborg Adds Two New Dealers To Its Trelleborg Professional Centre Tyre Network

Trelleborg announces the addition of two new dealer groups to the ever-expanding Trelleborg Professional Centre (TPC) network of top-class, high-quality agricultural tire dealers in the UK.

Joining the ranks are British Rubber Company (BRC) based in Shipley, Yorkshire and Woodton Tyres, based in Turiff, Aberdeenshire.

Bruce Lauder, Senior Sales and Marketing Manager, Trelleborg Wheel systems in the UK, commented: "We are delighted to welcome both BRC and Woodton to our TPC programme. Through this programme and its network of highly-skilled dealers, Trelleborg aims to provide the most complete, innovative and customer-focussed tyre package in the market place. We recognise the technical complexity of the market and offer specialist services, training and advice through the TPC programme."

Tom Card, Managing Director of British Rubber Company, added: "Trelleborg is the best premium tractor tyre available – and through the TPC programme they offer enhanced after sales service, training and advice for my customers – adding value over a long term and developing partnerships through all levels. BRC are delighted to be involved in the TPC programme."

Claire Ingles, Managing Director at Woodton Tyres, comments: "As a company we have a tremendous amount of faith in the Trelleborg brand – we see Trelleborg as our dominating premium brand – a brand we can trust and enjoy exclusivity with. Woodton Tyres are honoured to be joining the TPC programme."

Woodton Tyres – an expanding, family-run business in the north of Scotland – offers a solution-led support service to its diverse number of agricultural tyre customers. The partnership with Trelleborg and TPC dovetails into this approach and route to market.

Currently consisting of a nationwide network of 26 dealers in the UK, the Trelleborg Professional Centre is a special partnership programme, aimed at bringing together the tyre manufacturer and specialist agricultural tyre dealers to deliver an expert, and focussed service to the end user.

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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*