

ATTRACTION

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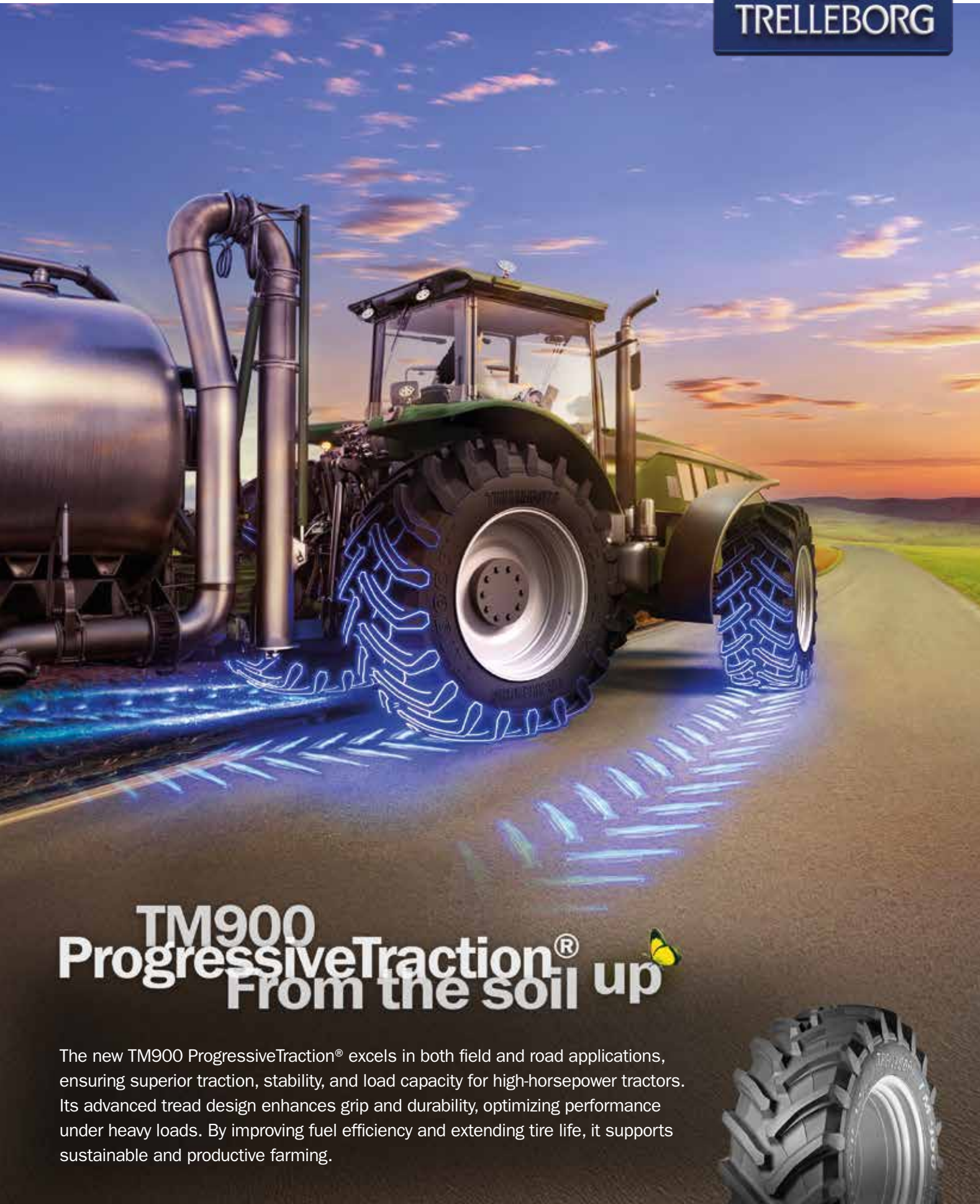


**Trelleborg Tires tread the future
with ProgressiveTraction® and new product milestones**

**The First British
edition of Tractor
Driver of the Year**

Tread the Future

**TM800 PowerFlex:
Engineered for excellence
from field to road**



TM900 ProgressiveTraction® From the soil up

The new TM900 ProgressiveTraction® excels in both field and road applications, ensuring superior traction, stability, and load capacity for high-horsepower tractors. Its advanced tread design enhances grip and durability, optimizing performance under heavy loads. By improving fuel efficiency and extending tire life, it supports sustainable and productive farming.



EDITORIAL

Dear reader,

Welcome to the latest edition of aTtraction, Trelleborg's magazine tailored for professionals in the agricultural industry.

Today's agriculture is at the heart of a profound transformation: the demand for higher productivity, the transition towards increasingly sustainable practices, and the technological evolution of agricultural machinery are reshaping the sector at an unprecedented pace. In this scenario, **innovation becomes the key** to tackling daily challenges, improving efficiency, and ensuring lasting value for those who work the land.

This new issue of aTtraction focuses precisely on the innovations that have been at the core of Trelleborg Tires' world in recent months.

You will find a focus on the **TM900 ProgressiveTraction®**, the new generation of high-power tractor tires, designed to ensure maximum traction, reduced fuel consumption, and superior lifecycle durability. We will also tell you about the **TM800 PowerFlex**, a symbol of versatility and reliable performance both in the field and on the road.

Additionally, we will relive the highlights of the **"Tread the Future"** event, where we opened the doors of our Tivoli production plant to industry media, OEM partners, and key customers from around the world, allowing them to see firsthand the groundbreaking innovations we have designed for end-users in the agricultural sector.

Moreover, we take a closer look at **VF and IF technologies**, which are becoming increasingly strategic in today's agricultural environment, and take you behind the scenes of the **first UK edition of Tractor Driver of the Year**, a competition that has been testing the skills of professional farmers and agricultural enthusiasts in Italy for years.

Enjoy your reading!



LUCA SABELLI
Global Marketing Director
Trelleborg Tires

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From Italy to the UK: the First British edition of Tractor Driver of the Year

After six successful editions in Italy, Tractor Driver of the Year is set to make its debut in the UK on Thursday, 16 October 2025, in the historic surroundings of Prestwold Hall, Leicestershire.



The event makes its first appearance on British soil, bringing with it the same energy, excitement, and technical excellence that have made it a must-attend occasion for tractor enthusiasts and farming professionals alike.

Forty skilled drivers will compete in **four time-based field challenges** designed to replicate real-world agricultural operations: manoeuvring, hoisting, reversing with a trailer, and stability control. Each participant will drive **Valtra tractors fitted with high-performance Trelleborg tires (TM1060 and TM1000 ProgressiveTraction®)**, known for their superior traction and durability.

But this is more than just a competition. It is a celebration of modern farming—where precision, control, and expertise take centre stage. Drivers will be evaluated not only on speed, but also on their professionalism under pressure: the very qualities that define excellence in agriculture today.

Beyond the field action, the event will offer attendees the opportunity to discover the latest Trelleborg tire technologies, connect with a dedicated team of tire experts, and experience the performance behind the solutions trusted by farmers across Europe. Each competitor will also be invited to bring a guest to share the experience and cheer from the sidelines.

David Miller, Managing Director UK, commented: *“Tractor Driver of the Year UK is a unique opportunity to spotlight the real heroes of modern agriculture. It’s not just about skill behind the wheel—it’s about the passion, precision, and knowledge that farmers apply in their daily work. We’re proud to bring this format to the UK for the first time, showcasing not only our tire technology but our commitment to those who drive progress in the field every day.”*

The arrival of the Tractor Driver of the Year format in the UK is also a proud moment for the entire Trelleborg Tires community, as underlined by Daniela Gambatesa, Marketing Manager Italy at Yokohama TWS and creator of the event:

“This first UK edition is both a personal and professional milestone. It clearly reflects the success of a format that has grown over the years—not only in terms of participant

numbers but also in the interest it has attracted from OEM partners and across the agricultural sector. We hope this marks the first step in expanding the format into a truly international event, with the goal of reaching the entire European farming community.”

Echoing her enthusiasm, Hawra Hussain, Marketing Manager UK at Yokohama TWS, added:

“We are proud to carry the torch from Italy as the first country to host the event outside its homeland. At the same time, we feel a great sense of responsibility. This is a format that has successfully engaged the Italian end-user community, with whom we aim to maintain a close, ongoing dialogue focused on improving the daily work of agricultural professionals. An event like Tractor Driver of the Year—where farmers are the real stars—is the perfect opportunity to meet them, listen to them, and offer them a day of professional growth, enjoyment, and healthy competition. That’s why we’ve planned every detail carefully, starting with a unique venue like Prestwold Hall, to honour the tradition and reputation of the event.”

With its unique mix of competition, community, and cutting-edge solutions, Tractor Driver of the Year UK is set to become a new landmark on the British agricultural calendar.





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TREAD THE FUTURE



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Tread the Future



Trelleborg Tires tread the future with ProgressiveTraction® and new product milestones



and stability, while the wider ProgressiveTraction® base reduces vibrations and soil compaction, improving fuel efficiency and extending tire life, making it a benchmark in agricultural tire performance.

Attendees were introduced to a new generation of high-performance solutions developed to boost traction and durability while maximizing cost-efficiency for agri-businesses: minimizing operational downtime, reducing fuel consumption, and extending equipment life. During the event, we also unveiled our most advanced lineup to date:

- The expanded **TM800 ProgressiveTraction®** range, now available in six sizes, provides tailored solutions for mid-to high-horsepower tractors, optimizing performance with enhanced traction and durability that reduce operating costs;
- Another key milestone was the **official launch of the TM900 ProgressiveTraction®** tire range, developed for high-horsepower tractors. Its dual-anchor lug design and wider tread base deliver outstanding grip and stability in the toughest soil conditions, boosting productivity while minimizing slippage and fuel consumption;
- Guests were also treated to an **exclusive preview of the upcoming TM800 PowerFlex:** a completely new tire designed for high-power tractors working intensively both in the field and on the road. Thanks to its re-engineered tread featuring ProgressiveTraction® lugs, VF-PFO technology and a central rib inspired by road tire design, it delivers top performance in all conditions, combining strong field traction and low soil compaction with excellent stability, comfort, and control on the road.

Last June, we at Trelleborg Tires brought the future of farming to life at **“Tread the Future, From the Soil Up”** - an exclusive international launch event hosted at our plant in Tivoli, Italy. Set against the backdrop of Italy’s rich heritage of engineering and design, this immersive experience welcomed leading journalists, OEM partners, and key customers from around the world, to explore how Trelleborg Tires’ technology, design excellence, and customer-centric vision are shaping the future of modern agriculture.

At the heart of the event was **ProgressiveTraction®**, our proprietary tread technology, specifically engineered to perform in real-world field conditions. Its dual-anchor lug design ensures superior grip

To reinforce its commitment to long-term value, we introduced **5,000 hours of certified tread wear performance** on selected rear tires within the ProgressiveTraction® ranges: TM1060, TM1000, TM900, and TM800. This performance warranty, now available through registration on the **Premium Care Portal**, highlights the durability and engineering excellence of these tires, giving customers greater confidence and peace of mind in their investment.



Beyond product innovation, the immersive experience of the **Tread the Future** event offered participants deeper insight into our vision and capabilities, with high-impact presentations, live product demonstrations, hands-on **testing in a dedicated tractor circuit**, and exclusive **behind-the-scenes access to the R&D center, production site, and Testing Hub** placed at the Tivoli plant. From field performance to engineering excellence, attendees experienced how technology, precision, and care translate into tangible benefits for agriculture professionals and OEMs.

The live experience was led by two Trelleborg Tires experts: Alessio Bucci, Marketing Training & Development Director, and Massimiliano Tripodi, EMEA Regional President and VP Marketing and Communications, who guided guests through the latest product innovations and strategic vision.

“At Trelleborg Tires, performance starts with listening and evolves through applied technology. Every solution we develop is rooted in real-world farming needs, shaped by continuous investment in R&D, rigorous testing, and close collaboration with both professionals and agricultural machinery manufacturers. This is how we ensure our tire innovations stay in sync with the latest equipment developments and field challenges: delivering real value where it counts.” Bucci, highlighted.

With every innovation presented, we reaffirm our role as a trusted performance partner, continuing to redefine what is possible in modern agriculture by translating advanced tire engineering into real-world performance and measurable value.

“Tread the Future was more than just unveiling new products - it was a journey into the Trelleborg Tires world, from the values that inspire our people in designing and manufacturing our tires, to the value these products bring to our customers’ daily operations, supported consistently in the field by our teams across different markets. Performance and innovation for unmatched productivity,” Tripodi, concluded.



TM800 PowerFlex: Engineered for excellence from field to road

New Trelleborg TM800 PowerFlex Tire combines ProgressiveTraction® lugs, VF-PFO technology, and a central rib for outstanding performance and control in both fieldwork and on-road transport

In today's fast-changing agricultural landscape, farmers face growing demands for efficiency, adaptability, and long-term value. At Trelleborg Tires, we believe that innovation must rise to meet those challenges - not just with new products, but with smart solutions that truly support the future of farming. It is with this vision in mind that we continue to evolve our portfolio, always focused on delivering performance where it matters most.

As part of this ongoing commitment, we are proud to expand our premium range of agricultural solutions with the launch of the TM800 PowerFlex, a high-efficiency tire engineered to maximize performance in both field and road applications. Built for today's mid- to high-powered tractors, the **TM800 PowerFlex** is designed to meet the evolving demands of modern farming, where versatility, efficiency and productivity act as key enablers of long-term success.

At the heart of the TM800 PowerFlex is a unique combination of **VF-PFO (Very High Flexion - Pressure Field Operation) construction** and our patented **ProgressiveTraction® lug design**, working together to ensure excellent traction and flotation in even the toughest field conditions. At the same time, a newly developed **central rib**, inspired by road tire geometry, provides enhanced stability, steering precision and driving comfort during long-distance transport, without compromising durability or grip.

Recent field tests revealed **up to 20% more traction** compared to premium competitors, helping to minimize slippage and increase efficiency on soft or wet soil. Its **5% wider footprint** reduces soil compaction, preserving yield potential and improving sustainability. In wet conditions, the redesigned interlug terraces demonstrated **5% better self-cleaning**, ensuring consistent performance and reducing downtime.

The advantages continue on the road, where the TM800 PowerFlex showed a **6% reduction in rolling resistance**, directly translating into lower fuel consumption. Drivers also benefit from **improved handling** and up to 20% longer tire life, bringing greater cost-efficiency and enhancing daily working comfort.

The tire's **VF-PFO technology** offers a tangible edge during low-speed field operations. Compared to standard tire construction, it supports

17% more constant load at 10 km/h, and up to 40% more load at the same inflation pressure, increasing operational capacity without compromising tire durability, safety or driving comfort.

To support smarter farming, each TM800 PowerFlex tire includes an integrated QR code, allowing users to easily access digital product information, technical specifications, and usage recommendations directly from the field. Consistent with the entire agricultural tire range, all our tires are developed to guarantee maximum traction and extended durability through high-quality engineering. Featuring advanced tread patterns and premium compound materials, they are built to maximize the productivity and efficiency required by modern farming, ensuring long-lasting performance even in the most demanding conditions.

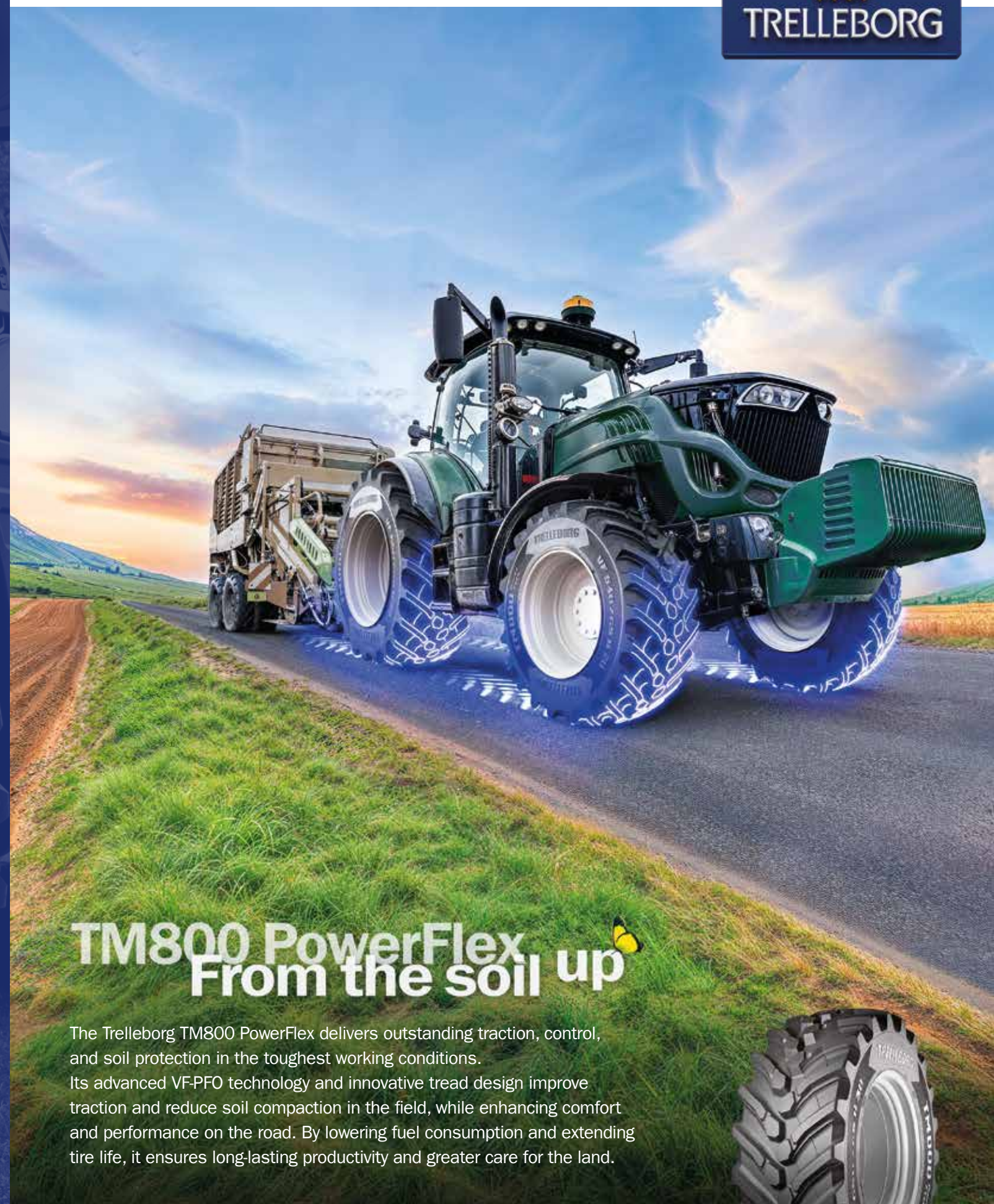
To reinforce our commitment to long-term value, we now offer a **certified tread wear performance of up to 5,000 hours** on the TM800 PowerFlex and other selected rear tires within the ProgressiveTraction® range. Available through registration on the Premium Care Portal, this performance warranty underscores the tire's durability and advanced design, offering customers greater confidence and peace of mind in their investment.

Commenting on the launch, Luca Sabelli, Brand Director Trelleborg Tires, said: *"With the TM800 PowerFlex, we've reimagined what farmers can expect from a tire. It's the result of our deep understanding of real working conditions, where product innovation and real field results deliver practical benefits every day. It is how we turn innovation into value, helping agri professionals achieve more, with less. Designed from the soil up, it empowers our customers to go further, do more, and do it better."*

Now available in two sizes (650/65R38 and 540/65R28), the TM800 PowerFlex will be released in **four additional sizes** rolling out progressively in the upcoming months, ensuring wide compatibility with the most commonly used mid to high-powered tractor models worldwide.



Luca Sabelli
Global Marketing Director
Trelleborg Tires



TM800 PowerFlex From the soil up

The Trelleborg TM800 PowerFlex delivers outstanding traction, control, and soil protection in the toughest working conditions. Its advanced VF-PFO technology and innovative tread design improve traction and reduce soil compaction in the field, while enhancing comfort and performance on the road. By lowering fuel consumption and extending tire life, it ensures long-lasting productivity and greater care for the land.



High-Horsepower, Low Impact The TM900 ProgressiveTraction® range

With the launch of the new TM900 ProgressiveTraction®, we deliver a high-performance tire that combines cutting-edge innovation with real-world performance



PREMIUM TRACTION



EXTENDED TIRE LIFE



EXCELLENT
SELF CLEANING



ENHANCED ROAD
BEHAVIOUR

In an ever-evolving agricultural landscape where efficiency, productivity, and sustainability are more critical than ever, we reaffirm our commitment to supporting farming professionals with cutting-edge solutions. The launch of the new **TM900 ProgressiveTraction®** range marks a major step forward, offering a tire specifically engineered for **high-horsepower tractor applications**.

Designed to meet the toughest demands of modern farming, this new range delivers enhanced performance, greater efficiency, and maximum traction where it's needed most: on the soil. Combining **maximum traction, reduced fuel consumption, and extended durability**, the TM900 is now powered by our innovative ProgressiveTraction® technology. This new generation of agricultural tires reflects Trelleborg's vision: to deliver solutions that not only support farming operations but actively enhance their overall performance. Building on this vision, the TM900 ProgressiveTraction® introduces a host of advanced features designed to reduce environmental impact while maximizing output.



At the core of this new tire is ProgressiveTraction® technology, our award-winning innovation recognized for its effectiveness in modern farming. Its unique double-edge lug delivers superior grip and stability, providing **up to 17% more traction than competitor tires**, helping professionals increase productivity, reduce fuel consumption, and lower overall operating costs.

The wider base of the ProgressiveTraction® contributes to a significant reduction in vibration, ensuring a smoother ride while further optimizing fuel efficiency and supporting **up to 20% extended durability against competition** in heavy-duty operations and during prolonged work hours.

With its innovative lug design, the TM900 ProgressiveTraction® offers **excellent self-cleaning properties**, maintaining powerful traction and preventing mud build-up to maximize efficiency in all field conditions.

In addition, the tire's optimized lug angle and shape provide exceptional road behavior, delivering increased **stability and safety** during transport, both in and out of the field. Consistently with our entire agricultural tire range,

all Trelleborg tires are developed to deliver maximum traction and extended durability through high-quality engineering. Featuring advanced tread patterns and premium compound materials, they are built to **maximize the productivity and efficiency** required by modern farming, ensuring long-lasting performance even in the most demanding conditions.

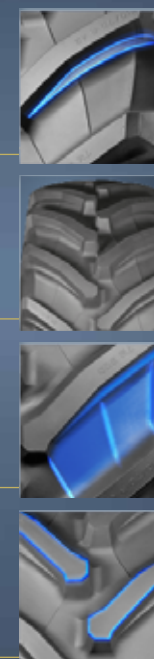
"Trelleborg tires are engineered to evolve alongside the agricultural industry. As tractors become more powerful and farmers face greater challenges, it's essential that tires do more than just carry the load: they must actively enhance performance, protect the soil, and boost operational efficiency," commented Alessio Bucci, our Global Product Marketing. "The new TM900 ProgressiveTraction® embodies this vision, delivering maximum

traction, reduced vibration, longer life, and exceptional behavior across all conditions."

With the TM900 ProgressiveTraction®, Trelleborg Tires reaffirms its role not just as a manufacturer, but as a true partner to the agricultural community. Every feature of the new range has been developed by listening to the real needs of farmers and translating those insights into tangible, field-ready solutions. In an industry where conditions are unpredictable and demands are constantly increasing, Trelleborg stands by professionals with products that deliver cutting-edge technology, practical value, and long-term dependability. The TM900 ProgressiveTraction® is more than a tire - it's a commitment to supporting those who work the land, today and into the future.

TM900 ProgressiveTraction® Superior grip for high-horsepower tractors

- 1 Super traction**
The ProgressiveTraction® tread design delivers up to 17% more traction than competitor tires, enhancing grip and stability. It optimises productivity improving fuel efficiency and lowering the overall operational costs*.
- 2 Longer tire life**
The wider base of the ProgressiveTraction® lug ensures higher resistance to vibration, reducing fuel consumption and extending tire life by up to 20% against competition**.
- 3 Higher self-cleaning**
With its innovative lug design, the TM900 ProgressiveTraction® delivers outstanding self-cleaning performance, maximizing traction and boosting efficiency in every operation.
- 4 Increased roadability**
The optimized lug angle and shape provide exceptional stability, ensuring a smoother and safer ride both on the field and on the road.



(*) Test conditions
Tire Size: 710/70R42
Pressure: 1.4 bar
Load: 5500kg
Speed: 6 km/h

(**) Test conditions
Tire Size: 710/70R42
Pressure: 1.8 bar
Load: 5500kg
Speed: 12 km/h

Engineering the Evolution of VF and IF tires

An interview with Alessio Bucci - Global Product Marketing Director at Trelleborg Tires - on VF tyre innovation and the future of agricultural mobility



Alessio Bucci - Global Product Marketing Manager

The benefits of IF & VF tyres are well known at this point – high load capacity at full inflation, comparable load capacity, wider footprint, lower compaction at reduced inflation. What unique features do you bring to IF and VF, or what additional features

of your tyres improve the performance of these?

The advantages of IF and VF tyres are well known and relate to the ability to carry higher loads at the same pressure, or to operate at lower pressure for the same load. IF is increasingly being replaced by VF, which takes these benefits even further. In recent years, suffixes such as CFO and PFO have been added, enhancing the performance of IF/VF tyres under specific conditions. At Trelleborg Tires, we've improved the construction of our tyres to meet these new performance requirements. On our latest VF products, we introduced the well-known and innovative ProgressiveTraction® tread design, which marked a turning point for both field and road applications. What makes it unique is the second step on the lug, creating a dual-anchor effect that maximizes traction by improving grip in both horizontal and vertical directions - especially in soft or variable soil conditions. This extra grip reduces slippage, increases efficiency, and lowers fuel consumption. Meanwhile, the wider base of the lug improves comfort on the road by reducing vibration and irregular wear. Together with our Interlug system, ProgressiveTraction® further improves self-cleaning and grip, especially in challenging conditions. This unique design now defines many of our high-performance products.

How does the footprint of a VF tyre compare to a track? What are the advantages over a track system (weight, road speed etc)?

The footprint of a VF tyre is significantly wider than that of a standard radial tyre, and while it may not exactly match the ground distribution of a track, it offers comparable performance in terms of soil compaction reduction in certain applications. Compared to tracks, VF tyres are more versatile and easier to manage, especially when it comes to road transport—which remains a weak point for tracked equipment. Another major advantage is maintenance cost: tracks and their undercarriages are expensive to repair or replace, while VF tyres provide a more economical solution with excellent traction.

Can you talk a little about the return on investment of a VF tyre, as these are sold at a premium and customers may struggle to justify the additional cost?

Absolutely. While VF tyres have a higher initial cost, their long-term return on investment is significant and should not be underestimated. The most obvious advantage is the ability to operate at lower inflation pressures, increasing traction and significantly reducing soil compaction. This leads to a range



Our brand new product: Trelleborg TM800 PowerFlex

of benefits that positively impact the total cost of ownership. Improved traction reduces tyre slippage, increases operational efficiency, and lowers fuel consumption. Lower compaction promotes healthier root development and nutrient uptake, ultimately boosting yields and farm profitability.

To give agri professionals added peace of mind and maximize the value of long tyre life, Trelleborg Tires offers a 5,000-hour performance warranty on ProgressiveTraction® tyres, available in the TM1000, TM900, TM800, and TM1060 ranges. Specifically engineered to deliver superior traction, reduced slippage, and maximum durability, these tyres now come with certified tread wear performance of up to 5,000 hours on the rear axle. The warranty is available exclusively through registration to our Premium Care Program at premiumcare.trelleborg-tires.com

work best at lower pressures. Our Trelleborg radial tyres fully meet these requirements. The combination of CTIS and IF/VF tyres reduces soil compaction, improves yields, and enhances fuel efficiency—a winning formula for agri professionals seeking high-performance, productivity and flexibility.

Can VF tyres be developed further? Are you currently working on new technologies to boost load capacities, or reduce the tyre pressure further?

Certainly. Our IF and VF ranges already adopt CFO and PFO technologies, which further enhance performance - CFO for cyclical applications like harvesters and sprayers, and PFO for tractors working in the field. In this perspective, we recently launched the new Trelleborg TM800 PowerFlex tyre,

a major evolution in our VF range for medium and high-power tractors used intensively on both field and road. It's a perfect example of how we make advanced technology accessible without requiring major equipment modifications. Our R&D efforts are now focused on increasing durability, flexibility, and efficiency under demanding field conditions. We aim to develop tyres that are stronger and smarter, fully aligned with the needs

of sustainable, precision - based agriculture. And we're not stopping here - more innovative product launches are coming later this year.

Trelleborg Tires developed the PneuTrac, which combined the benefits of track and tyre for specialist tractors. Is there scope to develop this for larger machines?

PneuTrac was a groundbreaking innovation, combining the advantages of tyres and tracks - superior flotation, lower soil compaction, improved traction, and easy road use for specialist tractors. We see great potential to expand this technology to other applications and larger machines, particularly given the rising demand for high-performance tyres on bigger agricultural equipment. We are already exploring how to extend the application of PneuTrac while maintaining high performance across different machine types and meeting the evolving needs of modern farming.



This guarantee highlights both the durability and long-term value of the tyre.

It's essential to look beyond the purchase price. Trelleborg tyres are designed to deliver superior traction and extended tyre life, contributing to more working hours, fewer interruptions, and greater overall productivity in the field. With higher yields, reduced downtime, fuel savings, and extended equipment life, the cost per hour is significantly reduced. In short, the initial investment quickly translates into measurable long-term value.

Is the greater interest in central tyre inflation systems increasing demand for the VF and IF tyres?

Yes, absolutely. The growing adoption of Central Tyre Inflation Systems (CTIS) has significantly increased the demand for IF and VF tyres. These systems allow farmers to adjust tyre pressure on the go, quickly shifting from high pressure for road travel to low pressure for fieldwork. This flexibility maximizes the performance of IF and VF tyres, which are designed to

NEWS & EVENTS

The winner of the “Win with Trelleborg Premium Care” contest visits our manufacturing plant in Tivoli



The contest, open exclusively to agricultural professionals interested in the Trelleborg Tires world, offered the chance to win **an exclusive weekend in Rome, including a guided visit to the production facility in Tivoli** (Rome, Italy).

This unique opportunity was designed to provide an inside look at the technological excellence and daily commitment behind the production of Trelleborg Agricultural Tires.

The winner, **Paolo Carlino, an agricultural entrepreneur from Grazzanise** (CE; Campania, Italy), experienced an immersive visit to the heart of Trelleborg Tires' production and technology.

He was welcomed by Elio Bartoli, President of Yokohama

TWS, and guided by representatives from various departments throughout the entire production process, from the initial stages of manufacturing to the stringent quality control procedures.

“It was impressive to see first hand the precision and care that go into manufacturing Trelleborg tires. This experience made me appreciate even more the value of choosing high-quality products and supporting centers of manufacturing excellence in our country,” commented Carlino.

“Those who choose Trelleborg Tires deserve to know the quality behind every product,” said Valerio Cacioni, Plant Manager Trelleborg Tires. *“Opening the doors of our facilities is a sign of transparency and connection: it means sharing with our end users the values that guide us every day - **innovation, sustainability, and a strong focus on their needs.**”*

The contest was part of the **Premium Care program**, launched by Trelleborg Tires to support agricultural professionals with **exclusive benefits, after-sales services, and experiential initiatives** designed to strengthen their relationship with the brand. New activities will be announced in the coming months, with the goal of continuing to reward the trust of those who choose Trelleborg Tires.

For more information on the Premium Care program and upcoming initiatives, visit:

<http://www.trelleborg-tires.com/en/premium-care>

Trelleborg Tires demonstrates the power of pressure at BASF Demo Day

At the BASF Demo Day, held at Hurcott Farm, Trelleborg Tires showcased the benefits of its advanced VF (Very High Flexion) tire technology through a live in-field demonstration. The event, hosted by Mark, Sue, and Andrew Doble, who manage the Hurcott Farm, offered the ideal setting to engage directly with farmers and contractors, and to demonstrate how the right tire pressure can have a measurable impact on productivity, soil protection, and tire longevity.

“Optimising tire pressure between field and road applications is one of the most effective, yet often overlooked, ways to boost farm efficiency,” said Craig Churstain, Sales Manager at Trelleborg Tires, who led the field demonstration. *“Lower pressure in the field means less soil compaction and healthier crops. On the road, it ensures better fuel efficiency and longer tire life. It’s about getting the most from every working hour.”*

The demonstration also featured Trelleborg's **ProgressiveTraction®** tread design: a key innovation engineered for both field grip and road comfort. Its dual-anchor lug system enhances traction in both vertical and horizontal directions, reducing slippage, improving fuel efficiency, and boosting operational performance, especially in soft or variable conditions. The interlug system further enhances self-cleaning and stability. Trelleborg Tires was supported at the event by **C&O Tractors**, trusted Massey Ferguson specialists, whose contribution rein-

forced the value of integrating premium tire technology with high-performance machinery in real working conditions.

“Farmers today are under constant pressure to do more with less,” added Churstain. *“Our mission is to provide tire solutions that not only perform in the toughest conditions, but also support a more sustainable and profitable farming model.”*

With ongoing investments in technology, product development and added services, Trelleborg Tires reaffirms its commitment to providing advanced, field-ready solutions that support sustainable farming, greater efficiency, and long-term value for professionals in the agricultural sector.



ProgressiveTraction® Trusted. Tested. Guaranteed.

5,000 hours of guaranteed performance.



TM1060

TM1000
ProgressiveTraction®

TM900
ProgressiveTraction®

TM800
ProgressiveTraction®

TM800
PowerFlex

Trelleborg **ProgressiveTraction®** tires - available in the **TM1060, TM1000, TM900** and **TM800** ranges - are engineered to deliver superior traction, reduced slippage, and maximum durability. Now offered for rear axle, with **up to 5,000 hours** of certified tread wear performance.

Offer valid exclusively upon registration to the Premium Care Program at premiumcare.trelleborg-tires.com





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