

ATTRACTION

Nr.1/2015 - August 2015

US FACTORY

Trelleborg expands global reach in the agricultural tire market with new U.S. tire manufacturing facility



TESTIMONIAL

Professional producer saves time and money using Trelleborg tires in Illinois



TRACTOR PULLING

Trelleborg's Tractor Pulling Team hits the road to push horsepower to the max.



Download the App for free

aTraction

EDITORIAL

Being an American farmer is more than producing crops, it is loving the land, providing for your country and celebrating traditions that have been passed down through the years. Farming is about the men and women that keep America fed, clothed and fueled.

As a company focused on agriculture, we are proud to present to North American farmers our new magazine, Attraction. The aim of this magazine is to celebrate our vision of modern agriculture with professionals that are as passionate about this business as we are. This magazine is made for them and with them. Reading Attraction is a way to learn and stay up to speed on the latest product innovations as well as stories of producers that have been successful using Trelleborg tires. Enjoy!



Andrea Masella
Marketing Manager, North America
Business Unit Agricultural and Forestry Tires

FEATURED

NEWS

US Factory

Trelleborg to open its new agricultural tire factory in USA.



FOCUS

Our People

The Trelleborg work environment gives employees freedom to innovate.



PRODUCT

TM150 Blue

A new size for self-propelled sprayers now available.



TESTIMONIALS

Professional End Users

Midwest farmer saves time and money.



EVENTS

Tractor Pulling

Trelleborg's Tractor Pulling Team hits the road to push horsepower to the max.



INNOVATION

Progressive Traction

Radial tire that optimizes the efficiency of farming



Blue Tire Technology performance for farmers care for the environment

Trelleborg Wheel Systems launches the **BLUE TIRE TECHNOLOGY**, a new agricultural tire concept that offers the highest respect for the environment as well as superior productivity and lower fuel consumption. The innovative concept results from advanced tire engineering and enhanced production processes to decrease the use of natural resources and environmental impact while boosting farm productivity.

"We challenge our organization daily to look for environmentally friendly approaches that improve the performance and efficiency of our products and solutions," says Lorenzo Ciferri, Marketing Director of Agricultural and Forestry Tires. "The mission of the **BLUE TIRE TECHNOLOGY** concept is to move from the traditional theme of low soil compaction to an advanced overall respect for the Earth. This enables farmers to benefit from our caring for the environment and means real savings in their pocket through increased productivity and lowered fuel consumption."

Trelleborg products designed according to **BLUE TIRE TECHNOLOGY** offer:

- new eco-friendly materials
- advanced tread and bead concepts
- new sidewall designs

The **BLUE TIRE TECHNOLOGY** concept is developed to respect the structure of the soil and preserve its organic life by minimizing mechanical damage caused by compression and bad or wrong tillage. This is achieved with its extra wide footprint, casing deflection capability and the consequent overall pressure distribution on the field. The tire allows the soil to return to its original state as an organic reactor that is capable of absorbing air-bound nutrients, recycling crop residues and retaining water to ensure high crop yields in the short, medium and long term.



THE BENEFIT

For a tractor of 260 Hp during road application, TM Blue can save up to 792 gallons of fuel, which means about \$2,800 per year, compared to the average performance of the market (reference sizes 710/70R42 – 600/70R30).

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Trelleborg opens U.S. manufacturing facility

Trelleborg is opening its first U.S. manufacturing facility for Agricultural Tires in North America. Customers will benefit from U.S. made products, increased availability, and faster turn around time.

Trelleborg is to open its first North American manufacturing facility dedicated to the manufacture of premium radial tires for agricultural machinery. Breaking ground in Spartanburg, South Carolina, it represents an investment of over \$50 million.

Having a presence in North America is central to its growth strategy. The 430,000 square foot production facility will increase manufacturing capacity globally and locally to ensure the availability of Trelleborg premium tires quickly, both for original equipment manufacturers and tire dealers.

The manufacturing facility will soon accommodate new state-of-the-art equipment designed according to the latest Trelleborg technology and quality standards.

“We are a leading global supplier of premium tires for agricultural machines and we now intend to consolidate this position through production in North America. We’ll be located in a modern facility in a prime location, capitalizing on existing partnership agreements with major original equipment manufacturers (OEMs) and distributors while facilitating the transfer of technology from one part of the world to another,” says Jeff Jankowski Director of Sales, North America Business.



“This is just another example of how Trelleborg recognizes its leadership in the market and its growth potential; by bringing employment opportunities to the USA.”

-Cynthia Wilmore, HR



We strive for:

- Reliability and on-time deliveries
- High and consistent quality
- Shorter lead times
- Flexibility to meet customer demands

With the opening of the US manufacturing facility in Spartanburg, South Carolina, Trelleborg will be creating 150 new jobs in North America. Trelleborg develops skills and releases potential – giving our people the upward momentum and freedom of movement to explore opportunities in an environment where innovation takes shape. By employing top talent in our US plant, our customers will be better served by people who understand them and the work they do on a daily basis.

Download the App “Trelleborg Load Calculator” from Apple Store to get the best out of your Trelleborg Tires.



TM 150 Boost your crop yield.

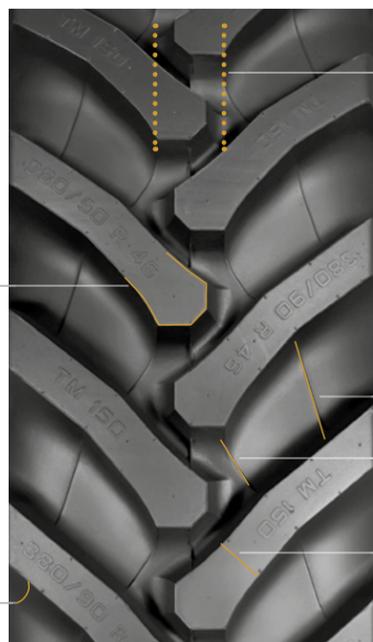
TM BLUE

The need for higher productivity in the agricultural industry drives the professional and extensive use of modern sprayers. This new generation of fertilizers and self-propelled high powered sprayers require a significant upgrade in tire technology. Trelleborg TM150 VF380/90R46 173D is the perfect solution for those high demand applications. Thanks to the VF technology, the tire is capable of carrying 40% more load than a standard tire. In addition, the TM150 offers all the benefits of the Trelleborg TM Blue Technology such as: Comfort, stability, reduced fuel consumptions and excellent road performance.

Advanced tread design

Sharp Lug Head
to increase grip

Increased Stability
Large and round shoulder-base increase stability of the vehicle when the booms are extended.



Improved Protection
Overlapped lugs to prevent stubble damage

Boosted Self Cleaning
Interlug Terraces to boost self cleaning capacity

Guaranteed Stiffness
Wide lugs guarantee stiffness when the machine is operating under high load

Great Savings with Trelleborg

Kurt Robson runs a farming operation in Cisco, IL and is a third generation farmer specializing in corn and soybeans. Spanning five counties, he prefers to run Trelleborg tires for his work.

Soybean Farmer Saves

Since 2013, Kurt has set up two John Deere 9560R 4WD tractors, one with Trelleborg 800/70R38 TM900 High Power and the other with the same size premium competitor tires. Kurt used both 4wd tractors in the spring to pull 50.5 ft field cultivators, and in the fall to pull 18 ft chisel plows running around 12 inches deep.

Kurt has seen better performance out of the Trelleborg tires in terms of traction and road wear. "During the fall of 2014, the conditions were very wet and Trelleborg tires offered superior traction versus the competitor. We measured over 5% less slip with Trelleborg, which resulted in great savings." Kurt also does a fair amount of roading, traveling up to 50 miles from his location. He always pays attention to tire wear and noticed that Trelleborg tires were exhibiting great wear for the amount of time spent on the road.

By switching to Trelleborg tires, Kurt has saved an ample amount of time and money. He has experienced less slipping in the field, and by concluding the test, Kurt saw a 5% increase in the tread wear over the competitor with the same number of hours logged. Towards the end of 2015, he will trade in the tractor and Kurt is very excited to order his new machine with Trelleborg tires.



Trelleborg Tractor Pulling Team hits the road for competition

Discover eight seconds of pure power. Watch the Trelleborg Modified Tractor Pulling Team push horsepower to the max as they take on the the biggest, baddest modified pulling teams in the nation. The summer 2015 schedule takes the team from Kentucky to Ohio and runs through September.



For over 30 years the Diekmans have had a Super Modified Tractor known among tractor pulling fans as Rat Poison. The 2015 pulling season has brought on many new changes for this small team from northwest Ohio. From a brand new tractor, new crew, even a different paint scheme.

A first glance at a Trelleborg tire and you know they mean business. To have a large corporation involved in tractor pulling is big news! Not just for our team, for the rural community as well. We share the same mission and values as Trelleborg and that is what has made this partnership so easy."

"We are very proud to announce Trelleborg Wheel Systems as our title partner for 2015!" says an excited Dusty Price, Marketing Manager for the pulling team. "The tractor has been reborn and the fans will love the new changes brought to the team by Trelleborg."

"This is a very exciting time for our pulling team. Even though Trelleborg is a global company, they truly put the consumers as well as the environment first. We are blessed to represent such an amazing group of people. It's now our job to make sure they see value in tractor pulling and what we have to offer them," says Brian Diekman.

"We are anticipating a great year with this talented group of men. Competition to us means to always give it our best, to push the limits and leave it all on the table. Trelleborg believes in doing more and going further, making this sponsorship a great fit for all involved," says Andrea Masella, Marketing Director of Agricultural and Forestry Tires in the US. Dusty went on to explain, "Being a farmer myself, I am always looking for ways to improve my bottom line. Trelleborg has put a lot of R&D into their tires and it shows in their performance.

The first event was in Fairlea, WV on May 22-23. Both evenings featured the Light Unlimited Modifieds as well as Super Farm and Four-wheel drive trucks.

For details about the Trelleborg Modified Pulling Team and locations of the competitions, visit the facebook page: www.facebook.com/DiekmanPullingTeam.

Pull Dates

Saturday, August 15, 2015 Napoleon, OH **NTPA - RN**

Friday, August 21, 2015 Bowling Green, OH **NTPA - GN**

Saturday, August 22, 2015 Bowling Green, OH **NTPA - GN**

Tuesday, August 25, 2015 Hudsonville, MI **NTPA - GN**

NTPA - GN National Tractor Pullers Association - Grand National Tour

NTPA - RN National Tractor Pullers Association - Regional National Tour



“Trelleborg Tires help me do it better, because it's all for the cows!”

Dirksen uses Trelleborg Tires to make more profit

About Henk

- Second generation farmer
- Works about 650 acres plus leases 120 acres to fulfill operational needs.
- Responsible for 300 head of Holstein cows, milked twice daily.
- Does custom work for two local farms plus activities of hay and corn silage in a radius of about 12 miles.

My infield output has increased by 20%. The traction capacity, new tire upsize and tractor set up actually allow me to run 3 miles per hour faster than the tires originally fitted on the tractor. If anyone told me that Trelleborg tires actually ride better when I'm roading, I would say, "come on!" To my surprise, they do ride better, even at 35 mph. Setting up my tractors with the proper balance and optimum air pressure has made a huge difference.

I can't afford any break downs and set up my tractors with optimum tires to outlast my tractor trade in cycle. The less time it takes to do our field work gives my family and me more time to spend at tractor pulls and local 4H events. Trelleborg tires help me do it better, because it's all for the cows!



Henk with his T8 fitted with Trelleborg IF900/65R46 TM1000 and IF650/65R38 TM1000HP, the largest ag tire built to date.

In order to cope with his tremendous amount of activities and maximize his profit, Henk has focused on automating operations and services. "With Trelleborg, I save time and money," says Henk Dirksen. "Having past experience with Trelleborg bias ply tires over 10 years ago when OK Tire recommended the Trelleborg radials, I was confident that my expectations would be met. What really surprised me is when we had the TM900s (900/60R42 and 600/65R34) installed on my NH T8030 and TM800s (dual 650/65R42) fitted on my Articulated NH T9020. The tires ride better, clean effectively and allow me to run with reduced pressure to minimize soil compaction.

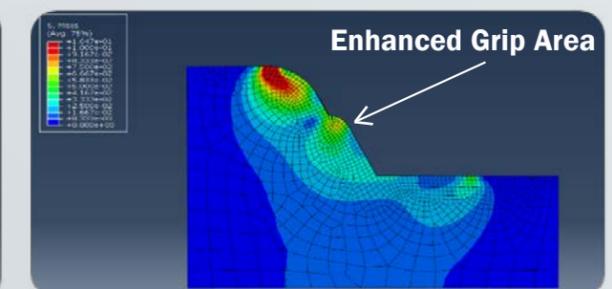
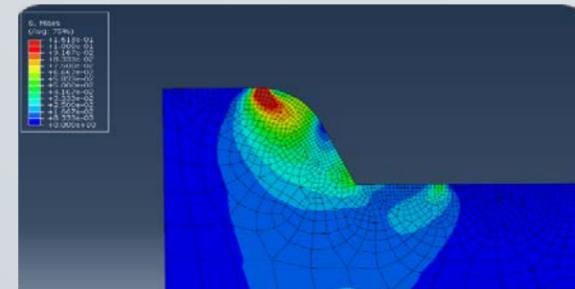
New TM700 Progressive Traction Range

Following years of extensive research, stringent testing and multiple award wins, Trelleborg applies its innovative ProgressiveTraction™ technology to a new /70 series of radial tires.

Standard



Progressive Traction



Engineered according to the BlueTire™ technology, the TM700 ProgressiveTraction™ is the latest addition to Trelleborg's comprehensive range of radial tires that optimize the efficiency of farming operations.

During field operations, the higher grip of the TM700 ProgressiveTraction™ is driven by the dual edges of the lug that act as two anchor points. This new design significantly reduces tire slippage, increasing traction capability and self cleaning.

The first fitment available on the market in the new TM700 ProgressiveTraction™ range is 520/70R38 and 420/70R28. During the year, the line will be extended with the most popular sizes in the /70 series.

- Over 10% extra traction
- 3 to 5% reduction of working time
- Up to 5% wider footprint
- Increased wear resistance
- Reduced fuel consumption





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Win a limited edition Trelleborg T-shirt



Trelleborg is to open its first North American manufacturing facility dedicated to the manufacture of premium radial tires for agricultural machinery in Spartanburg, South Carolina.

Help us celebrate by sending your best American themed picture with Trelleborg tires to info.tws.us@trelleborg.com or by sharing on Instagram and Twitter with hastag **#FarmInTheUSA**

You could win a limited edition Farm in the USA Trelleborg TShirt and be featured in our magazine and on the Trelleborg website.