



**Release Immediate: June 2015**

## **Trelleborg Announces Second Stop on Its 2015 Agricultural Tire European Road Show: Produce More with Less**

Trelleborg announces that the second stop on its 2015 European Road Show for agricultural tires will be at the exhibition Borgeby Fältdagar in Borgeby, Sweden, on June 24 and 25. Two field demonstrations will be held each day, in which two tractors with different tire inflation pressure will compete over a 160 meter track, head-to-head.

The demonstrations will showcase the importance of selecting the optimal tire inflation pressure for specific farming operations, as recommended using the Trelleborg Load Calculator. To do so, two Fendt 828 tractors, one fitted with Trelleborg TM900 High Power radial tires and the other with Trelleborg TM1000 High Power radial tires, with different inflation pressure, will compete over the 160 meter track. The two tractors will be monitored by digital chronometers that will measure the time gap between the two tractors. Two pipes will be set up to show the precise fuel consumption over the run and a computer application will calculate the efficiency savings.

Lorenzo Ciferri, Marketing Director Agricultural and Forestry Tires at Trelleborg Wheel Systems, says: "When farmers want to increase their crop yields and preserve their land they can benefit from mastering the latest digital innovations to boost performance and share best practice; the Trelleborg Road Show 2015 provides the ideal platform to demonstrate this."

Taking centre stage at Trelleborg's stand at Borgeby Fältdagar will be the new tire TM700 ProgressiveTraction™ in dimensions 420/70R28 and 520/70R38. TM700 ProgressiveTraction™ is a new /70 series of radial tires designed to meet the renewed focus of tractor manufacturers on the performance of middle range tractors. Engineered according to the company's BlueTire™ technology, the TM700 tire optimizes the efficiency of farming operations thanks to excellent traction, superior self-cleaning and extra mileage.

Lorenzo Ciferri continues: "We thoroughly look forward to showcasing the power of our BlueTire™ technology and how both can help farming professionals enhance their operations and protect the future of their business."



Borgeby Fältdagar is a combination of field demonstrations that include crop production, exhibits by companies, seminars and practical demonstrations of machines and equipment. It is the natural meeting place for professional farmers in Sweden and attracts several companies with a range of products and services. The exhibition is aimed at professional farmers in northern Europe.

To register your attendance at the Trelleborg field demonstrations or for more information on Trelleborg's 2015 European Road Show, visit [www.trelleborg-roadshow.com](http://www.trelleborg-roadshow.com).

**-ENDS-**

For **press releases** from Trelleborg Wheel Systems visit the Press Room at [www.trelleborg.com/wheelsystems](http://www.trelleborg.com/wheelsystems).

For more **images** visit the image bank at [www.trelleborg.com/wheelsystems](http://www.trelleborg.com/wheelsystems)

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

Roberta D'Agnano, PR & Events

Telephone: +39 0774 384921

Mail: [roberta.dagnano@trelleborg.com](mailto:roberta.dagnano@trelleborg.com)

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](http://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 partner of all leading manufacturers of tractors and agricultural machines. It has annual sales of about SEK 4.167 billion (EUR 459 million), 3,047 employees and manufacturing facilities in Italy, Latvia, China, Sri Lanka, Sweden and U.S. [www.trelleborg.com/wheelsystems](http://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 22 billion (EUR 2.48 billion, USD 3.29 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 16 billion (EUR 1.78 billion, USD 2.36 billion) in about 20 countries. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. [www.trelleborg.com](http://www.trelleborg.com).