



## **EIMA 2018**

Bologna, Italy

November 7 - 11, 2018

Hall 14, Stand A5

### **Trelleborg 'YourTire' Personalization Service to Become Available Following EIMA 2018**

Trelleborg will be rolling out its innovative 'YourTire' tractor tire personalization service across several key markets following the EIMA show taking place in Bologna, Italy, from November 7 to 11.

The online service allows customers to select from a range of Trelleborg radial tractor tires and have their own name added to them.

Maurizio Buonopane, Business Development Manager at Trelleborg Wheel Systems, says whilst there is an obvious novelty for operators to have their own name on their tractor tires, there is a serious dimension, too.

"Trelleborg is a brand of choice for many professional operators who recognize the superior construction, dependability and performance we offer and this opportunity to associate their name with ours is a great indication of the partnership approach we take to business.

"Many such customers are proud to be associated with the name Trelleborg and share our values of innovation, sustainability and care for our customers and YourTire is an ideal way of showing this as well as helping with the branding of their own business."

Ordering is by an easy-to-use '4-click' system on the dedicated website [www.trelleborg-yourtire.com](http://www.trelleborg-yourtire.com).

"You simply choose the specification of the tires you require, enter the name you would like to appear on these, save the configuration and you will be given a code that you can then take to your Trelleborg dealer.

"Following a successful pilot launch to large contractors and operators, all customers in Italy, Spain, Germany, Austria, Switzerland, UK and Ireland will now be able to use the service. The service will be gradually extended to more countries in the next few months."

Visitors to the show will be able to see a Trelleborg TM1000 High Power personalized for the famous Italian contractor F.lli Grignani di Gerenzago, Northern Italy, to show how the end result looks.

The Trelleborg stand is no. A5 in Hall 14 at EIMA. For more information, visit: [www.trelleborg.com/wheels](http://www.trelleborg.com/wheels).

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

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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](http://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](http://www.trelleborg.com)*