

Press Release

05.05.2023



Trelleborg and New Holland together for famed *Giro d'Italia* 2023

- **Trelleborg partners with New Holland sharing mutual commitment to excellence with advanced tire solutions made for a sustainable future.**
- **Trelleborg premium tire solutions fitting the New Holland special pink tractor in occasion of this iconic race**

Trelleborg, official partner of Italy's premier cycling event, will once again be showing its support for the racing community in partnership with New Holland. In its 106th year, the race starts off on May 6th from Fossacesia Marina on Italy's Adriatic coast, traversing the entire peninsula in 21 stages, passing through rural towns and major cities too, before ending in Rome on May 28th.

The partnership is an opportunity for both Trelleborg and New Holland to meet with cycling enthusiasts and show products that deliver results for agricultural business. At Giro d'Italia 2023, Trelleborg and New Holland will be together with Trelleborg premium tires fitting the New Holland T5.120 Dynamic Command tractor, specifically designed in a special pink livery in occasion of this iconic race.

As event preparations gear up, Roberta D'Agnano, EMEA Marketing Director at Yokohama TWS remarked: "We are really looking forward to participating in this prestigious event alongside our long-term OEM partner, New Holland, as a show of our mutual commitment to excellence. Like the riders, we work to put power, passion, and performance into everything we do. We aim to bring these values to our customers, too, meeting them right where they are, so we can help them reach their goals."

With its outstanding field and road performance, Trelleborg TM800 tire perfectly fit the New Holland T5.120 Dynamic Command, engineered to perform a wide range of agricultural applications. Its extra large tread pattern ensures low soil compaction thus improving farm productivity and crop yields, reduces slippage and increases traction: all features made to maximize performance while saving on fuel and downtime for better sustainability.

www.trelleborg-tires.com



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Trelleborg tire experts will welcome visitors and cycling enthusiasts at stands posted in departure villages along the nearly 3500 km route. Fans will be able to spot the huge hot pink tire in honor of the *maglia rosa* or pink shirt worn by the lead racer. The Trelleborg stand will feature fun games for the whole family with Trelleborg experts and staff ready to demonstrate the power and innovative features of its agriculture tire solutions.

To find out where Trelleborg stands are set up and see each of the stages of the Giro d'Italia race, go to: www.trelleborg-tires.com/en/media-and-events/agricultural-and-forestry-tires/giro-ditalia

Trelleborg, part of Yokohama TWS, is a tire and wheel technology brand delivering advanced solutions for professionals working in Agriculture, Material Handling and Construction. Combining tire expertise and state-of-the-art technology, Trelleborg anticipates customer needs, helping to improve productivity and efficiency while respecting the environment.

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