

Trelleborg Tires demonstrates the power of pressure at BASF Demo Day

- At BASF Demo Day, Trelleborg Tires demonstrated how optimising tire pressure for both field and road use maximizes tire lifespan, reduces soil compaction, and enhances farm productivity
- Trelleborg Tires Expert emphasized that proper tire pressure management with Trelleborg's VF technology enhances traction and comfort, while significantly cutting operational costs by extending tire life and reducing fuel consumption.

At the recent 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."

Adapting tire pressure to the specific needs of fieldwork versus road transport is essential to protect the soil, optimise traction and extend the life of the tire. It's a fundamental practice that can make a real difference to a farm's performance — but it's often underestimated" said Craig Churstain, Sales Manager at Trelleborg Tires, who led the field demonstration.

Trelleborg tires' VF technology marks a major step forward in tire engineering. Designed to operate at lower inflation pressures compared to standard tires, VF tires improve flotation by distributing weight across a wider footprint. The result is minimised soil compaction, better preservation of soil structure, and greater support for long-term yield potential.

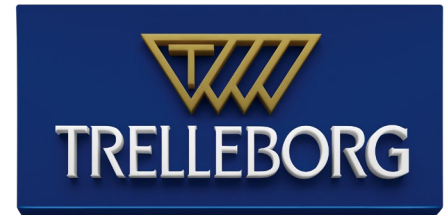
The demonstration also featured Trelleborg's **ProgressiveTraction®** tread design: a key innovation engineered for both field grip and road comfort. Its dual-anchor lug system enhances traction in both vertical and horizontal directions, reducing slippage, improving fuel efficiency, and boosting operational performance, especially in soft or variable conditions. The Interlug system further enhances self-cleaning and stability.

To support professionals aiming to maximize value over time, Trelleborg Tires offers a **certified 5,000-hour performance warranty** on selected ProgressiveTraction® ranges (TM1000, TM900,

www.trelleborg-tires.com



Press Release



TM800, TM1060), available exclusively through registration in the **Premium Care Program** at premiumcare.trelleborg-tires.com.

Trelleborg Tires was supported at the event by **C&O Tractors**, trusted Massey Ferguson specialists, whose contribution reinforced 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.

For more information about Trelleborg Tires and its agricultural solutions, visit: www.trelleborg-tires.com

Trelleborg Tires is a leading global brand delivering advanced solutions for professionals in Agriculture, Material Handling and Construction. Trelleborg anticipates customer needs with a wide range of high-performing tyres and complete wheels for off-highway vehicles, improving productivity, efficiency and environmental sustainability.

Press Contact:

Enrica Mussini
Global PR & Communications
Yokohama TWS
Email: enrica.mussini@yokohama-tws.com

News Online Section: www.trelleborg-tires.com/agricultural-and-forestry-tires/press-room

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