



Trelleborg tires brings leading-edge technology for more sustainable farming at National Farm Machinery Show 2024

- Trelleborg tires advanced technology on display February 14-17 includes the new **TM1 ECO POWER**, its most sustainable tire ever designed for both traditional and electric tractors
- For every visitor to Trelleborg Booth #5039, \$10 will go to the U.S. Forest Service Plant-A-Tree program as part of Trelleborg tire's commitment to a sustainable future

Trelleborg tires will showcase its cutting-edge tire technology at the 58th National Farm Machinery Show 2024 taking place in Louisville, Kentucky from February 14-17. Agricultural professionals will discover the latest Trelleborg tire made to drive and enhance their farming practices in a sustainable way, on display in the South Hall, Booth #5039.

Trelleborg tires are known for their exceptional performance, including longer life, lower fuel and battery consumption and greater productivity. Developed with input from OEM partners, the newest tires feature game changing compounds, unique tread technologies for soil and crop protection, ability to handle high load capacity, wider footprints and real-time feedback on pressure and usage. With more than 300,000 visitors expected at this year's show, Trelleborg tires answers the call to move agriculture into the future through tire technology innovation.

Trelleborg tires will present its latest innovation, the **TM1 ECO POWER tire**, which is made from 65% recycled and bio-based materials. Designed for unrivaled performance on road and hard soil while reducing its carbon footprint, the new tire proved to deliver 47% lower rolling resistance, 26% better traction on hard ground and 12% more operator comfort compared to the competition.

"Our engineers work to incorporate advanced technologies in our tires so we can bring farmers unrivaled solutions to modern agricultural challenges to equip the latest machinery. Whether for working the fields or carrying heavy loads down roads, we have taken our tread design and tire pressure systems to new levels and new types of machinery. Operators see more productivity, less rolling resistance for greater comfort and endurance, and lower fuel and battery consumption



Press Release



for the newest electric tractors, too, all in support of a more sustainable future,” explains Andrea Masella, Commercial Director Agriculture North America at Yokohama TWS.

The **VF TM3000** tire has been engineered specifically for next generation spreading equipment. This technology allows farmers to work at lower tire pressure to reduce soil compaction and its advanced casing design maximizes load capacity, making it the optimal choice for increasing productivity, operator safety and comfort while reducing overall operating costs.

On stage at Booth #5039, the **TM1000 ProgressiveTraction®** as Trelleborg’s multi-award-winning tire. Designed for the most advanced machinery, this innovative tire maximizes traction with its extra-wide footprint and excellent floatation, translating to better soil and crop protection. The ProgressiveTraction® technology applied to the tread proved to deliver superior handling and greater durability, and is ideal for carrying out even the most challenging farm operations throughout its long lifespan.

This year, National Farm Machinery Show visitors to Trelleborg tires Booth #5039 will also help reforest areas across the USA. For every booth visitor, \$10 will be donated to the U.S. Forest Service Plant-A-Tree program for new seedlings and plant trees in national forests. It’s another initiative demonstrating Trelleborg’s ongoing commitment to be part of the solution for a more sustainable future for all.

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 tires and complete wheels for off-highway vehicles, improving productivity, efficiency and environmental sustainability.

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