

ATTRACTION

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Inside the Premium Care Program

Inside the
Premium Care
Program

TM1 Eco Power
the sustainable
tire choice

PneuTrac® :
a new generation
of farm tires



TM1 ECO POWER Superior road-behavior, unmatched sustainability



The new TM1 ECO POWER features unparalleled low rolling resistance, delivering superior performance on both roads and hard soils, reducing fuel consumption and minimizing battery usage on electric tractors. With its 65% of bio-based and recycled materials, this new Trelleborg tire establishes a new industry standard for a sustainable and efficient agriculture.

EDITORIAL

Dear reader,

Welcome to the latest edition of aTtraction, Trelleborg's magazine tailored for professionals in the agricultural industry.

In this fresh installment, we unveil not just the newest publication, but a revitalized edition boasting revamped content and a modern, digital and interactive format. If you've been a loyal follower, you'll undoubtedly notice the array of innovations gracing these pages.

Every aspect of the new aTtraction contributes to its modernity and sustainability, mirroring the ethos of our Trelleborg tires and wheels. We recognize the pressing need for increased efficiency and heightened environmental stewardship in today's swiftly evolving agricultural landscape.

While we've prioritized modernity and sustainability, we've also ensured that the magazine's content remains engaging and pertinent, aligned with the evolving dynamics of the agricultural sector, enhancing your reading experience and providing easy access to valuable insights and resources.

Within these pages, and in future editions, anticipate comprehensive coverage of our latest products, practical insights on fieldwork, and timely updates on Trelleborg's latest news and events.

Enjoy your reading!



ROBERTA D'AGNANO
EMEA Marketing Director
Yokohama TWS



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Inside the Premium Care Program

ELEVATING CARE FOR FARMERS AND CONTRACTORS

As Trelleborg, we have always stood out in the market not only for our quality and cutting-edge products but also because we ensure a full-fledged experience characterized by support, expertise, and attention to the needs of farmers and contractors.

Our daily commitment to professionals in this sector has been the main motivation behind the development of Premium Care, our new care and support program.

What is Premium Care about? It is a program specifically designed for farmers and contractors who count on Trelleborg tires to get their work done. Professionals who register for the program will be able to enjoy a wide range of exclusive benefits, allowing them to maximize their professional performance while saving costs and extending the lifespan of their Trelleborg tires. An example in this regard is the warranty extension, the first of many benefits offered exclusively to Premium Care members. It takes only a few steps to grasp this special

opportunity, which will allow farmers and contractors to boost the value of their Trelleborg tires, extending their lifespan by an additional two years beyond standard offerings, without any additional cost.

What's more? Premium Care's members will receive immediate answers and tailored advice that will help them make the most of their Trelleborg tires, as well as the educational resources and training materials that they will get by email.

Videos, articles, focused insights and other training tools could be valuable aids for agricultural professionals, especially in today's context, where technological specialization has reached impressive levels. In this way, indeed, they will be able to find out useful information and details on topics related to their everyday work such as tips to minimize soil compaction and those for saving energy during work operations, how to effectively measure a tire, the importance of traction,

and plenty of other online materials that Premium Care members can easily consult from their devices: the best way to stay on top of the game. In addition to all of this, they will be able to count on members-only product promotions and special previews of the latest tech developments, so that they will always be updated on everything related to their work.

And there is more! Indeed, these are just some of the exclusive benefits that farmers and contractors can enjoy by joining Premium Care. In the coming months, new initiatives will enrich the program, supporting its members in their professional activities.

Roberta D'Agnano, Marketing Director EMEA at Yokohama TWS, expressed her enthusiasm for this brand-new project, stating: "As a specialty tire leader, Trelleborg has always been dedicated to supporting agricultural communities worldwide. Our Premium Care program is a testament to our longstanding support we give to farmers, providing valuable resources and assistance to the hardworking professionals who turn to Trelleborg for optimal tire solutions every day. Today, more than a thousand professionals throughout Europe have already joined the program, building up a community that continues to grow day by day. A goal that we've achieved just a few months after launching the program, thanks to the many testimonials of satisfaction and trust from farmers and contractors."

The best is yet to come, don't miss it!



EXCLUSIVE OFFERS



EXTENDED WARRANTY



PROFESSIONAL TRAINING



PERSONAL ASSISTANCE



1 SCAN THE QR CODE

2 REGISTER

3 ENJOY THE BENEFITS



ANTONIO CAPPIELLO

Agr. Cappiello

"Joining the Premium Care Program was the best decision I made for my farm - it's like having a team of experts right in my corner, ensuring success every step of the way".



ALEIX MORERA

Ahir ove Biogás, S.L

"With the extra warranty provided by the Premium Care Program, I can farm with confidence, knowing that my tires are not just covered, but backed by a team dedicated to keeping my operation running smoothly".



PASCAL CERFONTAINE

Loonbedrijf Cerfontaine

"Premium Care offers me the opportunity to enhance my knowledge about agricultural tires. Plenty of useful and interesting topics are addressed in a serious yet engaging way through videos, images, and informational materials that I can easily access whenever and wherever I want".

TM1 ECO POWER the sustainable tire choice

Is it possible to **combine efficiency and sustainability** in the everyday agricultural work environment? Trelleborg's answer is yes, just relying on the performance of our **new TM1 ECO POWER**.



agriculture. This innovative product not only meets high environmental standards but also promotes responsible sourcing and production practices, contributing to reducing carbon footprint and ensuring a more sustainable future.

The **TM1 ECO POWER** demonstrates our ongoing commitment to a more **productive and sustainable future for agriculture**, aiming to reduce dependence on fossil fuels and increase

We continue to set higher standards in the agricultural industry with the launch of the **TM1 ECO POWER tire**, our latest and most **environmentally sustainable tire** yet. In the rapidly evolving agricultural landscape, the need for increased efficiency and better environmental responsibility is more important than ever. The **TM1 ECO POWER**, with its unparalleled low rolling resistance, is designed to offer **superior performance** on both road and hard terrain, reducing fuel consumption and battery usage on electric tractors.

This new range of tires is made from **65% sustainable materials** and is designed for both traditional and electric tractors. It represents a **new standard for sustainable and efficient**



product circularity while simultaneously improving customer operational performance. Designed for the new generation of electric tractors, the **TM1 ECO POWER** tire not only prioritizes sustainability but also delivers unrivaled performance.

Alessio Bucci, Senior Product Marketing Manager at Yokohama TWS, states: *"In a transforming agricultural context, with growing sustainability and productivity demands, we are developing cutting-edge technologies to enhance performance. The **TM1 ECO POWER** represents the most sustainable tire choice, designed to make a difference in our*

Made from **65%**
sustainable materials

customers' daily operations, meeting the demands of modern agriculture."

The new **TM1 ECO POWER** tire was first introduced at Agritechnica, the world's largest agricultural machinery fair, in Hannover, and it met with positive reactions from both journalists and visitors on site.

The **TM1 ECO POWER** tire was designed in collaboration with the tractor manufacturer Fendt specifically for the new e107 Vario, the new generation of electric tractors, equipped as standard with 280/70R16 tires for the front axle and 380/70R24 tires for the rear axle.

The **innovative tire design** and self-cleaning properties have proven to offer superior traction on hard terrain and increased operator comfort. With particular attention to performance and energy efficiency, the **TM1 ECO POWER** tire offers extremely low rolling resistance for fuel-powered vehicles and extends the tractor's battery life, further reducing environmental impact and maximizing performance.



PneuTrac® a new generation of farm tires



Trelleborg tires' unwavering commitment to innovative approaches in agricultural business distinguishes us in the market as a leading brand in high-quality tires.

Our products are characterized by two essential elements, appreciated by farmers and contractors alike: productivity and efficiency, both of which are ensured by our extensive experience in the tires and wheels sector.

An exemplary product embodying these qualities is the PneuTrac®, a tire designed to enhance productivity, sustainability, and efficiency in agricultural operations,



Sidewall adopting the CupWheel Technology by Galileo Wheel Ltd



Sebastian Barczyk
Trelleborg Product Marketing Manager

“The PneuTrac® combines the advantages of a radial agricultural tire, such as fuel efficiency, comfort and handling, with the benefits of a track, including flotation and traction on muddy terrain”



whether in open-field or specialized applications. We had the opportunity to discuss about the PneuTrac® tire with **Sebastian Barczyk, Trelleborg Product Marketing Manager.**

Could you explain the main innovative feature of this tire?

R. The concept behind the PneuTrac®'s development stemmed from the desire to combine the benefits of a standard track solution with those of a tire. This means maximizing traction while keeping optimal flotation, comfort and handling. As a result, the PneuTrac® has been designed featuring an innovative sidewall shape with its Omega design, allowing the tire to work at maximum efficiency.

So, it's a highly versatile tire. On which surfaces does it perform best?

R. The PneuTrac® is engineered to provide the same flotation as a conventional track. Tracks are typically necessary for achieving high levels of traction and stability, particularly on hilly terrain. However, tracks come with drawbacks such as increased weight, leading to higher fuel consumption, reduced comfort, and maneuverability issues—especially crucial during maneuvers like turning at the end of rows, particularly in vineyards. With a pneumatic tire solution like the PneuTrac®, all these benefits can be combined effectively.

What about the comfort and maneuverability that PneuTrac® offers?

R. Compared to a track solution, pneumatic tires utilize

air as a shock absorber, reducing vibrations from the ground. Additionally, the Omega-shaped sidewall of the PneuTrac® acts as a spring, mitigating shocks from uneven terrain. Regarding maneuverability, having four tires provides a greater steering angle than a full track, enabling shorter turns at row ends.

Moreover, four tires are lighter than a track system, facilitating gentler steering and reducing the risk of soil and root damage.

In addition to production efficiency, PneuTrac® also guarantees high sustainability standards.

How does it manage to reconcile these two critical aspects, and what are the primary advantages for farmers and contractors?

R. Firstly, the tractor's average weight is reduced by around 20%, resulting in lower fuel consumption for the same level of output. Furthermore, tires require less maintenance compared to tracks, reducing machine downtimes and saving farmers money.

Additionally, the PneuTrac®'s tread incorporates Trelleborg's innovative features, such as the ProgressiveTraction lug design and self-cleaning interlug terraces, providing up to 6% more traction compared to a standard track. Improved traction leads to reduced slippage and, consequently, lower fuel consumption.



NEWS & EVENTS



Trelleborg tires in action on the Massey Ferguson's eXperience Tour

Trelleborg tires embarked on a journey to meet farmers across Italy as select tire **partner for Massey Ferguson's eXperience Tour**. Through MF eXperience Tour, agricultural professionals had the opportunity to meet up with **Trelleborg tire experts and explore next-generation tires** designed to propel their business more effectively, both in the field and on the road. But they also had the chance to learn about the many advantages that Trelleborg tires brings to farming, **including the exclusive Premium Care program**, specifically designed for farmers and contractors. The tour made three stops in Perugia (February 12-16), Eboli (February 20-23), and Pescara (February 27-March 1). And there is more: the MF eXperience Tour is about to start also in France! Follow us to stay updated.



Trelleborg's HF1000 and MPT100 tires win "Agricultural Tire of the Year 2024" Award in Spain

Trelleborg tires triumphed at the prestigious **"Neumático del Año Agrícola 2024" Awards in Spain**. Acclaimed for their innovation and performance, the **Trelleborg HF1000 and MPT100 tires** have secured the esteemed title, achieving another milestone in their legacy of excellence. The award, organized by the specialist magazine **Neumáticos y Mecánica Rápida (NMR)**, recognizes outstanding contributions to the agricultural industry in terms of innovation, performance and respect for the environment. These wins underscore Trelleborg's unwavering dedication to innovation and excellence with new high-performing tires in meeting the evolving needs of agricultural professionals worldwide.



Trelleborg tires' field demos across France drive performance to new heights

Beaucouzé, France marked the inaugural stop in a seasonal series of field demonstrations for farmers

across France led by Trelleborg tire experts. Agricultural professionals had the opportunity to engage with Trelleborg experts and experience firsthand next-generation tires tailored to enhance their business efficiency.

Then, the team proceeded with other stops in the same region, continuing to bring the latest Trelleborg tire technology to farms and vineyards across the country, as a constant effort to anticipate customer needs. The **'Technical Demos'** tour kicked off at the National Research Institute for Agriculture, Food & Environment with a Fendt 208F fitted with PneuTrac® VF 280/70R20 and VF 480/65R28 tires. Demos tested field performance compared to standard Agri tires to show farmers the difference its exceptional traction and stability can make on steep slopes and muddy terrain, without compromising fuel efficiency, safety, comfort or handling.



Trelleborg

TM1000 Progressive Traction® Productive by nature



Our species is special:
Trelleborg TM1000 ProgressiveTraction® is an innovative tire solution that increases productivity by providing superior flotation, less stress on the soil and unbeatable traction. On the road, it guarantees low fuel consumption and emissions, premium handling and comfort while extending tire life.



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