

## Press Release

26.09.2023



### **Trelleborg drives the future of agriculture with the new TM1 Eco Power tire: the sustainable tire choice**

- **The new Trelleborg TM1 Eco Power tire is made from 65% sustainable materials and is designed for both traditional and electric tractors.**
- **TM1 Eco Power tire will be on display at Hannover's Agritechnica Fair, 12-18 November 2023 Booth B04, Hall 20.**

Trelleborg continues to set higher industry standards in agriculture with the launch of its TM1 Eco Power tire, its newest and most eco-sustainable tire.

Made from 65% recycling and bio materials, the TM1 Eco Power is a testament of Trelleborg on-going commitment to a more productive and sustainable future for agriculture, aiming at decreasing fossil fuel dependency and increasing product circularity, while vastly improving customer's operational performance. Engineered for the new generation of electric tractors, TM1 Eco Power tire not only prioritizes sustainability but also features ultra-low rolling resistance enabling extended vehicle's battery usage and low energy consumption.

Alessio Bucci, Product Marketing Senior Manager at Yokohama TWS says: "We are proud to be setting new tire standards with the introduction of advanced solutions like our TM1 Eco Power tires. Agriculture is currently undergoing a major transformation, calling for greater sustainability and productivity. We're working to answer this call by bringing state-of-the-art technology for increased performance to tire solutions designed to make a difference in day-to-day customer's operations - starting with our TM1 Eco Power, the most sustainable tire choice."

From 12 to 18 November 2023, the new TM1 Eco Power tire will be shown live for the first time at Agritechnica, the world's leading trade fair for agricultural machinery, in Hanover (Germany) on the Trelleborg Booth B04, Hall 20. At the same place, on November 13 from 2pm a dedicated press conference will be held to present the new tire and all its innovative features.

Trelleborg experts will be on the booth to advise industry professionals on the best tire solutions for agri applications, including the latest Trelleborg HF1000 implement tire, TM1000

[www.trelleborg-tires.com](http://www.trelleborg-tires.com)



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ProgressiveTraction® tire, MPT100 tire for multi-purpose Off-Road trucks and the recent Adaptive Tire Management System (ATMS) as smart farming solution for a cost-effective agribusiness. The system acquires real-time tire data for ultimate tractor performance through its sensors, mounted on a tire integrated support. This way while working, the farmer is constantly informed on how to fully optimize the tractor configuration in each operation.

## **TM1 Eco Power tire - Advanced tire design, engineering and performance**

The TM1 Eco Power tire has been designed together with OE partner Fendt especially for the e107 Vario, a new generation of electric tractors, equipped with 280/70R16 tires for the front axle and 380/70R24 tires for the rear axle as standard fitment. The innovative tire design and its self-cleaning properties have been proven to give superior traction on hard soil and extra operator comfort. With a focus on performance and energy efficiency, TM1 Eco Power tire delivers unparalleled low rolling resistance for fuel-powered vehicles while extending the battery life of tractors, further reducing environmental impact while maximizing performance.

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**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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