



For Immediate Release

USA Rice Outlook Conference

Little Rock, Arkansas

December 8-10, 2019

Booth 46-50

Trelleborg Introduced New ProgressiveTraction® Tire for Rice Farming

Wakefield, MA, December 10, 2019 – Trelleborg Wheel Systems introduced its latest addition to the TM600 tire line, the new 480/80R50 ProgressiveTraction® RICE tire designed specifically for rice farming, at the 2019 USA Rice Outlook Conference in Little Rock, Arkansas, US.

Ydo Doornbos, North and Central America Regional President of Trelleborg Wheel Systems, said: “The planting and harvesting of rice over the last few years has changed dramatically; however since Trelleborg is a solution-based company, we set out to develop a product that can be used in all environments, even in significant roading conditions, without sacrificing driver comfort, fuel economy or traction in wet soils: the new 480/80R50 ProgressiveTraction® RICE.

“We felt if we could accomplish this and still maintain very minimal soil compaction, we would have a product that would help farmers add significant dollars to their bottom line and increase their yield. We believe we have achieved this goal. Rice farmers from Arkansas, Mississippi, Louisiana and South Florida have now started using the new 480/80R50 ProgressiveTraction® tire technology and the results have been outstanding.”

Over the past two years to develop the tire, Trelleborg has gathered input from Petter Farms, a family-owned 800 acre rice farm in Stuttgart, Arkansas, as well as family-owned and operated business for agricultural tires, Bobby Henard Tire in Brinkley, Arkansas. Both have considerable experience, with Petter Farms being in the same family for over 100 years and Bobby Henard Tire operating since 1965.

At this year’s USA Rice Outlook Conference in Little Rock, Arkansas, December 8-10, Trelleborg Wheel Systems displayed a tractor from Greenway John Deere, outfitted with the new 480/80R50 ProgressiveTraction® tire along with videos showing the tires in action. The Petter brothers were invited at the Trelleborg booth 46-50 to discuss the results they have achieved using these new tires.

-ENDS-

For **press releases** from Trelleborg Wheel Systems visit the Press Room at www.trelleborg.com/wheels.



For more **images** visit the image bank at www.trelleborg.com/wheels

For **more information** or **high-resolution** pictures, please contact:

Marc Margossian, Regional Marketing Director

Tel. +1 781-914-3416

Email: marc.margossian@trelleborg.com

***Trelleborg Wheel Systems** is a leading global supplier of tires and complete wheels for agricultural machines, material handling, construction vehicles, motorcycles, bicycle and other specialty segments. It offers highly specialized solutions to create added value for customers and is partner of the leading Original Equipment Manufacturers. Its manufacturing facilities are located in Italy, Latvia, Brazil, Czech Republic, Serbia, Slovenia, China, Sri Lanka and U.S. www.trelleborg.com/wheels*

***Trelleborg** is a world leader in engineered polymer solutions that seal, damp and protect critical applications in demanding environments. Its innovative solutions accelerate performance for customers in a sustainable way. The Trelleborg Group has annual sales of about SEK 34 billion (EUR 3.32 billion, USD 3.92 billion) and operations in about 50 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com.*