



For immediate release

Trelleborg and Massey Ferguson Take the eXperience 2020 Tour on the Road Again

Trelleborg Wheel Systems is back on the road for the European Massey Ferguson eXperience 2020 tour as a key partner of the event. Following a four-month break because of COVID-19 measures, the highly anticipated tour restarted at the Cremona fair in Italy on 31 August 2020 and will continue on to France.

During the tour, Trelleborg will be showcasing the innovative TM1000 ProgressiveTraction® line, alongside the TLC Plus App. In Cremona, agricultural professionals from northern and central Italy experienced and enthused over the advantages of using the new Trelleborg range, including the most recent addition. The VF 650/75R42 tire size, fitting the new MF 8S series launched on 24 July 2020 in a unique digital co-marketing event with Massey Ferguson.

The new TM1000 ProgressiveTraction® tread, with Very High Flexion (VF) technology, combines the best qualities of Trelleborg's radial tires. The "wing effect" maximizes tread width, ensuring an extra-wide footprint, while ProgressiveTraction® technology provides higher traction and better grip on the ground. In addition, the double edge lug also enhances the inter-lug terraces of the TM tires, maximizing the self-cleaning capability of the tire. These features, plus greater sidewall flexibility, minimize soil compaction and reduce vibrations as well as fuel consumption, without compromising tire strength.

The new MF 8S series will be on display throughout the tour, along with VF 600/70R30 equipment and the new tire size: VF 650/75R42. Originating from the futuristic "MF NEXT concept Tractor", the MF 8S series previewed at the 2019 Agritechnica Fair in Hannover, Germany, alongside the new TM1000 Progressive Traction tires.

At the Cremona fair, Trelleborg demonstrated the importance of using the right tire pressure at the right time, presenting its latest TLC Plus technology and easy-to-use app, which helps farmers optimize tire efficiency. Using the right tire pressure in operations not only improves traction and grip, but also reduces fuel consumption and soil compaction, improving crop yields.

Throughout the tour, Trelleborg will be demonstrating the advantages of using TLC Plus – an advanced control system, based on the latest generation of sensors that measure the difference between the actual operating pressure and the ideal operating pressure of the tires, sending information via Bluetooth to farmers' mobile devices, or to their PCs.



At the events, visitors will be able to view the latest ranges of Trelleborg tractor tires and technical staff will be on hand to answer questions or to give expert advice. Both Trelleborg Wheels Systems and Massey Ferguson are delighted to be sharing their innovations once again with the farmers of today and tomorrow, so they can grow their business in a sustainable way.

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

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***Trelleborg Wheel Systems** is a leading global supplier of tires and complete wheels for off-highway vehicles such as agricultural machines, material handling, construction vehicles, and specialty applications. 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 37 billion (EUR 3.46 billion, USD 3.87 billion) and operations in about 50 countries. The Group comprises three business areas: Trelleborg Industrial Solutions, Trelleborg Sealing Solutions and Trelleborg Wheel Systems, and a reporting segment, Businesses Under Development. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com*