



Release Date: April 19, 2021

Trelleborg celebrates Valtra's 70th anniversary with YourTire

Trelleborg Wheel Systems celebrates Valtra's 70th anniversary with its tire personalization service, YourTire.

Among the initiatives to honor Valtra's milestone anniversary, Trelleborg has created bespoke TM1060 tires with Valtra's anniversary logo using YourTire, the personalization service that gives customers the opportunity to customize a new set of Trelleborg radial tractor tires with their name and logo. These will be used on a limited edition Valtra T Series released to celebrate the occasion, in the company's signature deep metallic red: a color that symbolizes a journey that spans generations.

Elio Bartoli, President EMEA & Global OEM at Trelleborg Wheel Systems, says: "Trelleborg is delighted to celebrate Valtra's 70th anniversary. We believe that our long-term partnership with Valtra is a perfect fit, as the company has been a pioneer of innovation and customization within the tractor industry. Together we take agriculture to the next level, providing customers with a unique solution."

For more information on YourTire, visit: <https://www.trelleborg-yourtire.com/>

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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 33 billion (EUR 3.13 billion, USD 3.57 billion) in about 50 countries. The Group comprises three business areas: Trelleborg Industrial Solutions, 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*