

ATTRACTION

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TM800 Progressive Traction[®] From the soil up

**PFO Technology
for TM1000 PT
range**

**ART1000
Rubber Track**

**Integrated
wheel-tire
solutions**





Trelleborg Premium Care



EXCLUSIVE OFFERS



EXTENDED WARRANTY



PERSONAL ASSISTANCE



PROFESSIONAL TRAINING

Boost your farm's efficiency and extend tire lifespan with Trelleborg Premium Care. Our program is exclusively dedicated to agricultural professionals, offering a wide range of benefits including extended warranty and expert support. Gain access to exclusive resources, ensuring you get the most from your Trelleborg tires. Discover more and register today to start benefiting from unparalleled Trelleborg care.



trelleborg-tires.com/premium-care

EDITORIAL

Dear Reader,

Welcome to the latest edition of aTraction, Trelleborg's magazine specifically designed for professionals in the agricultural industry.

Writing this issue, we were inspired by a claim that is very dear to us, not only because it has driven the product innovations we've recently introduced, but also because it embodies the philosophy that guides our work: **From the soil up.**

This claim encapsulates our two key concepts.

From the soil shows the foundation of both our work and the agricultural industry. Soil preservation is crucial to achieving optimal results. By respecting and protecting the ecosystem, we ensure sustainable productivity and long-term success.

The second part of this claim - **up** - reminds us of where we are headed. Our work is a continuous search for the most advanced technological solutions for agricultural professionals. Solutions that allow them to get the most out of their daily work, while best responding to the needs of an ever-evolving landscape.

This approach inspires our work, from the smallest detail to the most important product innovations, which we are sharing with you in this issue.

All that's left to do is flip through these pages to learn more.

Enjoy your reading!



ROBERTA D'AGNANO
EMEA Marketing Director
Yokohama TWS



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SUMMARY



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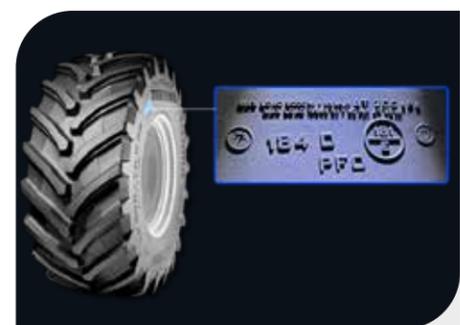
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A new chapter for TM800 ProgressiveTraction®

Advancing from our iconic TM800 line, we are enhancing this tire range, continuing to set the standard for superior performance.



The evolving demands of the agricultural sector pose a constant challenge for equipment manufacturers. As farming operations become increasingly advanced, both machinery and its supporting components must continuously evolve to keep pace.

In this landscape, traditional tire products - while proven in the past - require ongoing innovation to stay effective in modern farming conditions. And it is precisely this necessity for continuous improvement that drives the expansion of the **TM800 ProgressiveTraction®** line, which builds on the iconic TM800 range by integrating our ProgressiveTraction® technology.



The Ciucci family, owners of the farming company *La Valle di San Biagio* (Italy), sharing their experience with the TM800 PT tires



Alessio Bucci
Global Product Marketing Manager

Innovation scaled up: TM800 ProgressiveTraction® tire range takes on new sizes

Our premium market position is built on an unwavering drive for innovation and customer-centric development, ensuring continuous product enhancements across its tire ranges.

A recent example of our commitment to progress is the expansion of the TM800 ProgressiveTraction® tire line, now available in **four sizes: 480/65R28, 540/65R28, 600/65R38, and 650/65R38**. Additional sizes are set for release in the coming months, further strengthening the range's suitability for mid- to high-horsepower tractors.

"This initiative underscores our dedication to meeting the evolving demands of modern agriculture," says Alessio Bucci, our Global Product Marketing Director. *"Advancing from our iconic TM800 line, we are enhancing this tire range, continuing to set the standard for superior performance."*

"This is another step in our mission to make our tires a long-term, high-value investment-one that enhances farm productivity while supporting sustainable agriculture", Bucci adds. *"It's by harnessing advanced technology and unmatched expertise, that we deliver on our promise to farmers worldwide. And after witnessing the proven success of our ProgressiveTraction® technology across multiple products, we knew it was time to extend these benefits by adding new sizes to the range."*

More than traction: superior performance for a sustainable future

As the name suggests, ProgressiveTraction® technology was designed and developed to enhance traction with a range of unique features that optimize key elements of

the tire, making it an award-winning innovation celebrated for its proven results in modern farming applications. The tread, with its distinctive double-edge lug, improves grip on the soil, boosting traction and reducing slippage. Meanwhile, an extra lug acts as an additional terrace on the tread profile, improving its self-cleaning capability and increasing overall efficiency. Additionally, the wider base of the ProgressiveTraction® lugs provides greater resistance to vibrations, reducing wear and extending the tire's lifespan.

When applied to the TM800 line, the results of this combination are clear: in tests against competitor tires, the TM800 ProgressiveTraction® demonstrated **up to a 17% traction improvement on soft soil and a 10% boost on hard soil**, confirming its ability to excel under varying conditions.

However, *"The TM800 ProgressiveTraction® benefits extend well beyond traction,"* notes Bucci.

On the road, the special tread pattern design of the line and the use of premium materials provide **up to 18% better wear resistance against competition**, while the reinforced carcass ensures superior vehicle handling and tire performance, even at high speeds.

Additionally, the optimized angle and shape of the lugs improve driving comfort and stability, ensuring a smoother, safer, and more enjoyable work experience throughout all the working operations.

These tires are highly adaptable and can enhance tractors' overall operational efficiency, reducing working time per hectare, improving fuel economy, and lowering total cost of ownership. The TM800 ProgressiveTraction® is further proof of how our products can reduce the overall environmental footprint of agricultural operations and help farmers redefine efficiency, comfort, and durability, both in the field and on the road. As farming equipment advances, we remain committed to making our tires the best-in-class asset for sustainable and productive agriculture.



Integrated wheel-tire solutions

HOW TRELLEBORG TIRES HAS SHAPED ITS COMPETITIVE EDGE

In the off-highway machinery industry, the relationship between wheels and tires is often overlooked, despite playing a crucial role in **machine performance and safety**.

While tires tend to capture most of the attention, wheels are just as important, serving as the foundation for optimal functionality. **An integrated wheel-tire system** isn't just about compatibility, it's about creating a complete solution that enhances performance, reduces risks, and boosts overall efficiency.

"When components are mismatched, the consequences can be severe - uneven wear, reduced equipment life, and safety issues," explains Pasquale Fabbriatore, Product Manager Trelleborg Wheels. "That's why integrated solutions have become increasingly important. By **offering complete systems**, we not only **improve performance** but also **ensure cost efficiency and safety**."

As a European manufacturer of both tires and wheels, we have long been at the forefront of offering integrated wheel-tire systems, always ensuring optimal compatibility and performance. This is one of the reasons why, over the years, we have become a trusted partner for both OEMs and professionals.

Advanced rim profiles: engineering performance and longevity

The wheel rim is often seen as a basic component, but our patented **TW rim technology** redefines traditional



rim design. Specifically engineered for large agricultural tires, this advanced profile goes beyond basic functionality, delivering multiple benefits: **it ensures easier and faster tire fitting, accelerates the inflation of low-pressure tires, and improves overall efficiency** - critical factors

for optimal performance in agricultural applications. But the engineering advances don't stop at operational convenience.

"The design represents a significant leap forward in rim technology," explains Fabbriatore. "By optimizing the contour and strategically using thinner materials, **we've enhanced both performance and wheel life**. This is crucial under extreme conditions, where the rim faces significant stress. Moreover, the increased structural resistance actually reduces overall wheel weight, leading to lower fuel consumption and, consequently, reduced carbon emissions for agricultural equipment".

No slippage: knurling for maximum grip

With the rising power of modern agricultural machinery, preventing tire-rim slippage has become a critical issue. Our **THK (Trelleborg High Knurling)** technology addresses this challenge by enhancing the grip between the tire and rim.

"THK technology was **specifically developed to prevent slippage**, which is common under high-torque conditions," Fabbriatore explains. "We've significantly improved the knurling profile to nearly double its



The knurling has been increased by 50% compared to the standard version. This, combined with the special friction paint, maximises the friction characteristics of rim when the tire is fitted.

height compared to traditional designs. This provides **superior grip**, particularly in high-speed and high-torque applications. In addition, we apply a non-slip coating to the rim bead seat to ensure **a secure tire-to-rim connection**, even under extreme conditions". This innovation ensures the integrity of the wheel-tire system, even when subjected to the toughest operational environments.

Setting new benchmarks for performance and sustainability

By combining these technologies, we not only ensure superior performance but also set new benchmarks in terms of both efficiency and sustainability for agricultural machinery. "Our integrated wheel-tire solutions like TW and THK represent a fundamental shift in the way machinery can operate—more effectively, while **reducing environmental impact**", Fabbriatore concludes.

ART1000 Our latest product, our first Rubber Track



After 46 editions and a growing participation in terms of both audience and exhibiting companies, the **International Exhibition of Agricultural and Gardening Machinery (EIMA)** has become the main stage for next-generation agricultural technologies. The latest edition took place from November 6 to 10, 2024, hosting 1,750 exhibitors from 50 countries, and showcasing over 60,000 models of equipment, machines, and tools for all types of agricultural or “green” processing and for every type of business model.



At our spacious Trelleborg Tires stand, we engaged with farmers and industry experts from around the globe.

So, what better occasion than the 46th edition of EIMA to present our latest cutting-edge product?

We are talking about the **ART1000, our first Agriculture Rubber Track for high-horsepower machines**. This brand new product is designed to address modern agricultural challenges, enhancing productivity while protecting the soil.

Engineered for exceptional versatility and mobility of farm machinery, regardless of working conditions, ART1000 optimizes vehicle efficiency and performance, providing durability and extra strength.

ART1000 track design, featuring advanced tread bars, **minimizes soil compaction**, promoting healthy root growth and nutrient absorption. The high self-cleaning capability results in **increased traction** and **improved ride quality** in demanding high-pull applications, maximizing overall performance and reducing operating costs.

As a trusted partner in agriculture, we work closely with leading original equipment manufacturers to pro-



vide innovative, sustainable solutions that support feeding the world.

For this reason, our product range is so extensive: we aim to meet every possible need that an agricultural professional may encounter in their work, and to do so, we always keep in mind the variety of surfaces they must operate on, both **in the field and on the road**. Therefore, ART1000, being our first Rubber Track, completes a product range that enables us to address every type of need in the daily work of agricultural professionals.

In short, you just have to try it!



Alessio Bucci, our Product Marketing Director, showing the ART1000 Rubber Track at EIMA 2024

VIDEO

PRESENT

Winter fieldwork

ENSURING EFFICIENT SOIL PREPARATION WITH THE RIGHT TIRES



Agriculture never stops, even in winter. The cold season is a critical time for soil preparation, with February and March being some of the most important months for farmers to get their terrains ready for a successful spring planting season.

During this period, heavy agricultural vehicles such as tractors and slurry tankers step on the fields, mainly taking care of manuring, but this time also calls for a delicate balance between **protecting the soil and ensuring efficiency**.

Soil conditions during winter can vary, often being softer and more inclined to compaction. This makes choosing the right tires crucial, as they help avoid damaging the land while ensuring proper preparation for planting.

More specifically, high-performance implement tires, specially designed for agricultural vehicles, can increase the load capacity of a farmer's equipment, while protecting the soil from compaction, ensuring excellent flotation and self-cleaning in the field, and providing a comfortable ride with enhanced stability on the road.

Trelleborg HF1000: a role-model tire that balances productivity and sustainability

One tire that stands out in this regard is the **Trelleborg HF1000**, a perfect example of advanced engineering tailored to handle **heavy loads**, such as feed wagons and large slurry tankers. The tire guarantees **high efficiency and long service life** even under the most demanding conditions with its VF technology casing and steel belt structure.

Most notably, the HF1000 excels both on the road and in the field, thanks to a tread pattern designed for excellent self-cleaning performance, particularly on wet surfaces. Its wider footprint (12.5% larger compared to other premium competing tires) ensures better load distribution, reducing soil compaction and protecting crops.

The tire was designed to **maximize crop yields and transport efficiency**, but to do so, it needed to combine several features at the same time.

Modern implement tires need to provide traction and minimize compaction on clay, loam, and silty soils while also being able to travel at road speeds and carry large loads to reduce trips and save



costs. With the Trelleborg HF1000 tire, we show that these challenges can be met through its **VF (Very High Flexion) technology**, which allows the tire to operate at significantly low inflation pressures. This results in a wider footprint and reduced ground pressure, ultimately protecting the soil. In fact, in a load comparison test, the HF1000 demonstrated up to 40% higher load capacity at the same pressure compared to traditional tires of the same size, showcasing its superior performance in demanding field conditions. These benefits make the HF1000 **an ideal solution for farmers who need productivity without compromising soil health**.

The secret behind its performance lies in the innovative central pattern design, which enhances drivability, maximizes mileage, and improves stability even when the vehicle is fully loaded. The new, higher inter-lug terraces and variable tread heights also significantly improve self-cleaning properties. In wet, off-road conditions, this is crucial to prevent the vehicle from get-



ting stuck and to maintain traction. In fact, the HF1000 tread design has demonstrated to offer up to 40% better self-cleaning compared to premium competitors after 450 meters at 20 km/h on clay soil. This feature reduces slippage, improves overall tire performance, and helps operators comply with road cleanliness regulations.

Living farming to its true potential

While implement tires might not always be top of mind, our tire solutions show how investing in the right technology can make a significant difference year-round. From soil preparation to transport, these tires play a vital role in various agricultural tasks, helping farmers **boost efficiency, protect the land, and maintain sustainable practices throughout all seasons**.

Timing is crucial on the farm, and our tire innovations come at moment when farmers need to tackle their challenges more effectively, all while protecting their most valuable asset: the land.



Our HF1000 in action: unrivalled efficiency for demanding applications

PFO Technology: new tire sizes for enhanced field performance

In today's ever-evolving agricultural landscape, where productivity and sustainability are key, we continue to provide innovative solutions to help farmers maximize productivity and protect their fields.



As the demands of modern farming continue to evolve, so does the need for cutting-edge solutions in agricultural equipment. This is why at Trelleborg Tires, we constantly strive to elevate our products to the highest level, ensuring they meet the needs of an ever-changing world. This is exactly what we have done with the **TM1000 ProgressiveTraction®** range, expanding its offering with **over 15 new sizes** that incorporate **Pressure Field Operations (PFO) technology**: a cutting-edge advancement designed to effectively address these challenges.

This innovation elevates field performance by increasing load capacity at very low working speeds (5-15 km/h). Designed for the most demanding field operations, PFO technology enables tires to perform exceptionally under high torque and heavy load conditions while maintaining optimal efficiency. More than just boosting load capacity, PFO allows for a substantial reduction in tire pressure while carrying the same load, significantly

minimizing soil compaction. By protecting the soil structure, this advancement helps ensure long-term agricultural sustainability, reinforcing the value of **VF (Very High Flexion) technologies** compared to standard tires.

At Trelleborg Tires, we are committed to engineering solutions that not only enhance productivity but also promote sustainable farming practices. The integration of PFO technology into our **TM1000 ProgressiveTraction®** range represents an additional step forward in supporting agri-professionals with tires designed to handle the challenges of next-generation machinery and modern field operations.

With the release of these new sizes, we reaffirm our mission to deliver advanced tire solutions tailored to the needs of today's farmers. By combining **increased load capacity, reduced soil compaction, and exceptional performance at low speeds**, the TM1000 ProgressiveTraction® range with PFO technology is setting a new standard for agricultural tires.



Click here to discover the TM1000 ProgressiveTraction® through the words of professional farmers who have relied on it.

NEWS & EVENTS

Trelleborg Premium Care Portal: the new gateway to exclusive benefits

Since its introduction in November 2023, the Premium Care Program has gained the trust of **over 6,000 farmers and contractors across Europe**, seeking to optimize their operations. With the launch of its new portal, the experience for Premium Care members is streamlined, while also allowing agricultural professionals to unlock the full potential of our program.

But what is the **Premium Care portal**?

It is an intuitive platform where Premium Care members, after registering, will find **the full range of features offered by the program** to enhance their experience and support their operations, including:

- **Exclusive Content & Offers:** access product promotions, technical updates, and tailored deals designed to meet professional requirements.
- **Extended Warranty Management:** easily extend the warranty of Trelleborg tires in just few clicks on the portal, providing additional peace of mind and long-term protection.
- **Professional Training:** unlock expert training and practical advice to optimize tire performance and improve overall efficiency.
- **Personal Profile Management:** manage Trelleborg Tires-related information in one convenient space.



These tools and services are continuously introduced and updated by Trelleborg experts, making this portal **a modern and interactive platform**.

Joining the Premium Care Program is a seamless process; just visit our Trelleborg website and start your journey to make the most of your Trelleborg tires.

Tractor Driver of the Year 2025: the ultimate tractor drivers competition



Trelleborg Tires successfully concluded the **6th edition of its exclusive "Tractor Driver of the Year" competition**, held on February 22, at the Cremona Circuit in Italy.

Firmly established as one of the most anticipated events in the agricultural sector, the "Tractor Driver of the Year" continues to attract top professionals from across Italy. This year, **50 skilled tractor drivers** gathered to put their abilities to the test, demonstrating expertise in handling agricultural machinery while also evaluating the performance of Trelleborg tires in real-world conditions, both in the field and on the road.

Participants competed in **four demanding challenges:** precision maneuvering,

lifting, reversing, and trailer handling, followed by a final regularity test on the tractor course in the field.

Trelleborg Tires partnered with **John Deere as the event's technical sponsor**, supplying all tractors used in the competition, including the **John Deere 6R 150**, equipped with **TM800 ProgressiveTraction®** tires.

The 'Tractor Driver of the Year' has once again proven to be a major success. Our **close relationships with end users** allows us to continuously refine our tire solutions, ensuring that Trelleborg Tires remains at the forefront of customer-driven innovation.



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