



Trelleborg tires in action on the MF eXperience Tour in Italy

- **Throughout February, Trelleborg tire experts will showcase tire innovations to farmers in central Italy**
- **OEM partnership places Trelleborg tires at the forefront for delivering next generation solutions**

Trelleborg tires sets off to meet farmers across Italy as select tire partner for Massey Ferguson's much anticipated eXperience Tour.

Agricultural professionals in Italy can meet up with Trelleborg tire experts to discover next generation tires designed to propel their business more effectively. The eXperience Tour will be making three stops: Perugia (February 12-16), Eboli (Feb 20-23) and Pescara (Feb 27–March 1).

Davide Cogliati, Yokohama TWS Sales Director Replacement Agro & Construction Italy states: "Once again in Italy, we're pleased to be chosen as the tire brand by Massey Ferguson, our OEM partner, to meet local farmers and share our expertise to empower their businesses. Since the launch of the MF eXperience Tour in 2019, we've worked together to show our combined commitment to put farmers first and offer more than just advanced tires. Our team is on hand to bring a whole new level of expertise, support and care so farmers can make the most of our tires."

Agribusiness professionals will find a wide range of Trelleborg tires designed to meet modern farming challenges, both in the field and on the road. But will also discover the many advantages that Trelleborg tires brings to farming, including the exclusive Premium Care program, specifically designed for farmers and contractors. Members receive up-to-date resources for optimizing tire usage, overall performance and an extended warranty on their Trelleborg tires, that gives greater peace of mind and extra protection on their tire investments.

Joining the MF eXperience Tour in Italy as tire partner is just one initiative in a full calendar year of delivering a complete Trelleborg tires experience to agricultural communities worldwide.

Press Release

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Trelleborg tires is a leading global brand delivering advanced solutions for professionals in Agriculture, Material Handling and Construction. Trelleborg anticipates customer needs with a wide range of high-performing tires and complete wheels for off-highway vehicles, improving productivity, efficiency and environmental sustainability.

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