BKT will launch its new Flotation FL 637 tire exclusively at Agritechnica

Surprise will be the main objective of the Indian multinational BKT from its exhibitor B11 in the HALL 3 of Agritechnica, one of the most important international fairs in the world for the sector of agricultural mechanization. Thus, in this event, which takes place from November 12th to 18th, 2017 in Hannover, in addition to the exclusive launch of the FL 637, new to the Flotation family, BKT will raise the curtain to show more extraordinary surprises that will be unveiled during the conference of press set for November 14th.

Agritechnica is the perfect occasion to present the novelty of the BKT product. It will be in Hanover where FL 637 will debut (size 520/50 R 17) as a tire specially developed for spreaders, trailers and cisterns. *The directional design of the tread ensures exceptional traction, while its steel belt structure guarantees longer life and load capacity. In addition to the excellent flotation properties, this tire shows a low rolling resistance, as well as extraordinary self-cleaning properties, are the technical characteristics that make the FL 637 a great solution for combined transport both in the field and on the road*.

The new Agrimax V-Flecto will conquer all eyes of the public thanks to the huge tractor made with 1500 kg of plexiglass, which has been installed. An unusual exhibition for this unique tire that responds precisely to the present and future needs of modern agriculture, especially increasing the

performance of the machines.

> The BKT exhibitor will also be exhibiting BK-Loader 53 (size 405/70 R 20), *a tire recently launched on the market and particularly adapted for recycling operations*

This tire with aramid belts is developed for wheel loaders used in industrial applications, a very suitable field.

Not only products. The presence of BKT in Agritechnica will also be the occasion to interact with the public and entertain them. You can not miss the distribution of free balls, traditional gifts signed BKT.

> As he already did during his participation in SIMA Paris, BKT has signed the footballer Iya Traoré to thrill the public with his acrobatic performances

Thanks to this success, BKT has signed an agreement with the African champion, who will be the special guest of the company in different events. *In addition, BKT supports the IYA Foundation, created by the champion with the aim of helping young people from 8 to 28 years old through sports and educational programs.*

Lucia Salmaso, CEO of BKT Europe, expects an important presence at the Hannover fair and declares that: «We are ready to participate in Agritechnica, it has always been a key appointment for us and this year is even more important for everything we will reveal . We want to share with our audience the news that awaits us, especially the new product ».

Source: BKT