Trelleborg tires' field demos across France drive performance to new heights

Beaucouzé, France marked the inaugural stop in a seasonal series of field demonstrations for farmers across France led by Trelleborg tire experts. Agricultural professionals have the opportunity to engage with Trelleborg experts and explore next-generation tires tailored to enhance their business efficiency.

The team will proceed with a second stop in the same region in spring, continuing to bring the latest Trelleborg tire technology to farms and vineyards across the country, as constant effort to anticipate customer needs.

The 'Technical Demos" tour just kicked off at the National Research Institute for Agriculture, Food & Environment with a Fendt 208F fitted with PneuTrac® VF 280/70R20 and VF 480/65R28 tires. Demos tested field performance compared to standard agri tires to show farmers the difference its exceptional traction and stability can make on steep slopes and muddy terrain, without compromising fuel efficiency, safety, comfort or handling.

Among the high-performance tires being field-tested to prove their superior performance is the

TM1000 ProgressiveTraction® tire range designed for advanced farming. This tire, known for winning multiple awards, is specifically made for cutting-edge machinery, offering premium handling, high load capacity, self-cleaning properties, and ultimately providing higher traction.

Jonathan Ramos, France Technical & Specification Director for Trelleborg tires commented: “We believe in doing more than just delivering top quality tires. We're committed to being alongside our customers, providing hands-on support and expertise every step of the way. Our field technical demos offer end users an opportunity to experience Trelleborg tires firsthand, testing traction and comfort on actual terrain. Our tire experts will be on-site to answer questions and share insights so customers can select the best tire solutions tailored to their needs; ultimately enhancing their operational performance and efficiency.”

Trelleborg tires**: elevating performance, comfort and care**

During each field demonstration, Trelleborg tire experts will engage with agricultural specialists, on how to optimize advanced tire technology for their specific needs. French farmers will also learn how Trelleborg tires is helping elevate agri operations even more, through its new Premium Care Program.

Premium Care offers farmers a whole new level of support, expertise and extra resources designed to empower farmers by enhancing performance and extending the lifespan of their Trelleborg tires. Program participants receive several valuable benefits including an extended warranty that provides peace of mind and extra protection on their investments.

Trelleborg **tires for optimal traction**

The **unique PneuTrac®**, a hybrid solution between a radial agricultural tire and a track, is designed to navigate vineyards and orchards smoothly. Powered by the “Omega Design” sidewall and enhanced PneuTrac® technology, its extended footprint ensures outstanding flotation, traction and exceptional lateral stability. The tire has been shown to deliver solid traction even on slippery slopes, typical of wine country. PneuTrac® reduces machine downtime, a critical concern for farmers looking to increase productivity and gain substantial cost savings in fuel, maintenance, and labor.

The **TM1000 ProgressiveTraction® tire** is renowned worldwide for its exceptional field performance, thanks to its unique tread design. Engineered to VF standards and equipped with the multi-award-winning ProgressiveTraction® technology, this innovative tire solution offers superior flotation, minimized soil stress, and unbeatable traction. Additionally, it guarantees low fuel consumption