



Trelleborg Strengthens Social Media Reach with a New Instagram Presence that Takes an Agricultural Focus

As part of its commitment to supporting the agricultural industry, Trelleborg has extended its social media presence with the launch of its new [TrelleborgAgri](#) Instagram presence that provides an additional gateway to increase its engagement with farming professionals. Encouraging those across the agricultural industry to share their best images of Trelleborg tires and wheels in the field and the forest, it will serve as a source of inspiration for those looking to run their operations more efficiently and productively.

Roberto Angelucci, Digital Marketing Manager at Trelleborg Wheel Systems, commented: “Modern agriculture demands that farming professionals produce more with less and to do so more quickly than ever before. With that in mind, the immediacy of social media provides us with an ideal platform to connect with the growing number of farming professionals across the globe.

“Having invested significant time and resource developing the strength of our existing presence across many of the globe’s most popular social channels, the decision to extend our reach to those on Instagram, an increasingly popular platform for the agricultural industry, was a simple one.”

With more than 265,000 social contacts on [Twitter](#), [Facebook](#), [LinkedIn](#), [YouTube](#) and [Flickr](#), TrelleborgAgri has a comprehensive social media reach across multiple platforms. Each channel enables Trelleborg to share the latest on best-in-class tools, solutions and services, as well as share details about exhibitions and events such as its Road Show, interacting with customers across all corners of the globe.

Following the overwhelming success of Trelleborg’s 2015 Road Show, which showcased how farming professionals can get the most out of their equipment and protect the future of their business, Trelleborg is set to launch its 2016 Road Show comprising more stops across Asia, Africa and Europe. With the formalities around the 2016 Road Show to be announced in due course, look out for #TrelleborgRoadShow.

To access the new TrelleborgAgri Instagram account, visit:
<https://www.instagram.com/trelleborgagri/>

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For more **images** visit the image bank at www.trelleborg.com/wheels

For **more information** or **high resolution** pictures, please contact:

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For press releases from the whole of **Trelleborg Group**, visit the Trelleborg Media Center. The Products and Solutions section allows you to select news by industry. Go to www.trelleborg.com/news where you can also subscribe to our newsletter.

Company and profile of the Trelleborg group:

Trelleborg Wheel Systems is a leading global supplier of tires and complete wheel systems for agricultural and forest machinery, forklift trucks and other materials-handling vehicles. The company offers highly specialized solutions to create added value for customers. Trelleborg is partner of all leading manufacturers of tractors and agricultural machines. It has annual sales of about SEK 4.315 (EUR 461 million), 3.295 employees and manufacturing facilities in Italy, Latvia, China, Sri Lanka, Sweden 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 SEK 25 billion (EUR 2.65 billion, USD 2.94 billion) in over 40 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems. In addition, Trelleborg owns 50 percent of Vibracoustic, the global market leader within antivibration solutions for light and heavy vehicles, with annual sales of SEK 18 billion (EUR 1.94 billion, USD 2.15 billion) in about 20 countries. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com.