

## Challenge, Precision and Tire Innovation: Trelleborg Tires Kicks Off the “Tractor Driver of the Year” 2026

- **A high-level competition putting skills, technology and agricultural tire efficiency to the test**

Trelleborg Tires, a global leader in agricultural tires, successfully concluded the 7<sup>th</sup> edition of its exclusive “Tractor Driver of the Year” competition, held on February 28, 2026, at the Cremona Circuit in Italy.

Confirmed as one of the most anticipated events in the agricultural sector, the initiative brought together 50 tractor drivers from across Italy, ready to test their expertise and experience the performance of Trelleborg tires in real operating conditions, both in the field and on the road. The Cremona Circuit, a renowned professional track, provided the ideal setting for a high-level competition, further strengthening the event’s role as a key industry benchmark.

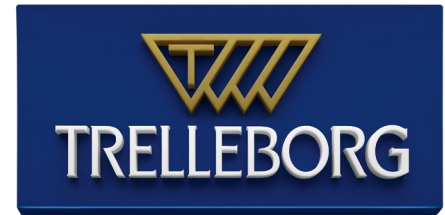
Participants competed in four core challenges — maneuvering skills, loader handling, reverse driving and trailer handling — followed by a final in-field regularity test. Throughout all trials, drivers were able to fully witness first-hand Trelleborg’s high-performing tires, particularly ProgressiveTraction® technology, designed to maximize traction, reduce soil compaction and optimize operational efficiency in any condition.

For the 2026 edition, Trelleborg Tires partnered with Fendt as the event’s technical partner. Fendt supplied the tractors used during the competition, ensuring high standards of technology, comfort and performance both in the field and on the road. The machines featured at the event — including some of the new tractor series launched in 2025, such as the Fendt 300 Vario Gen5, Fendt 500 Vario Gen4 and Fendt 800 Vario Gen5 — demonstrated how advanced agricultural technology enables operators to handle every task with maximum efficiency and ease.

Daniela Gambatesa, Marketing Manager Italy, stated: *“The “Tractor Driver of the Year” once again confirms its position as a landmark event for the agricultural sector: a unique opportunity to celebrate expertise, innovation and professionalism. This 7<sup>th</sup> edition recorded a remarkable*

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*participation of tractor drivers, highlighting the growing importance of the initiative. A key highlight of the event was the new '5,000 Hours of Guaranteed Performance' campaign dedicated to ProgressiveTraction® treads, originally launched in July 2025 and now featuring a customized look for Fendt tractors equipped with VarioDrive technology. This initiative allows us to prove in real working conditions the long-term durability and efficiency of our tires, offering tangible support to agricultural professionals in their daily operations. The collaboration with Fendt as technical partner further reinforces our shared commitment to excellence, combining advanced technology with high-performing solutions for the industry.”.*

Silvia Uderzo, Advertising & Sales Promotion Specialist at Fendt Italia, commented: *“Fendt has believed in the “Tractor Driver of the Year” project since its early editions, reflecting the trust and importance we attribute to this initiative. Taking part again this year represents a valuable opportunity to enhance the skills of tractor drivers and to demonstrate how the technology, performance and comfort of our machines play a decisive role in improving operational efficiency. The partnership with Trelleborg Tires confirms our shared commitment to delivering increasingly high-performing and sustainable solutions to agricultural professionals, combining innovation with close attention to their real operational needs.”*

After an intense and challenging day, Francesco Coppe was crowned winner of the 2026 edition, standing out for precision, skill and adaptability across all tests.

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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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