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特瑞堡 2018 路演活动于新疆成功举办



2018 年 6 月 1 日至 6 月 13 日，特瑞堡在新疆乌鲁木齐市、鄯善县、哈密市、五彩湾镇四地举行 2018 年路演活动，并成立“特瑞堡拖拉机车队”参与 2018 环塔拉力赛。本期活动共吸引 400 余位来自周边农场的专业大马力农机用户参加。与此同时，作为第一支把大马力拖拉机开进拉力越野赛道的车队，特瑞堡车队吸引了所有参加环塔拉力赛人群的目光。

本次路演活动共进行了 4 站，分别为 6 月 1 日于乌鲁木齐举办的“特瑞堡英雄俱乐部成立仪式”，于鄯善、哈密、五彩湾举行的客户交流展示活动，以及包含 12 个比赛日，8 个特殊赛段，全长共计 5000 余公里的 13 天环塔拉力赛征途。

特瑞堡车轮系统中国董事总经理、英国及爱尔兰区总经理 **Andrea Manenti** 介绍说：“我们成立特瑞堡英雄俱乐部的目的，是为了表彰和赞扬长期给予特瑞堡支持和信任的用户。终端用户的反馈一直在帮助我们不断创新、升级，并反复提升服务水平。”

本次路演活动的重头戏是为期 12 天的环塔拉力赛，特瑞堡不仅作为一支拥有 3 辆赛车的越野车队参加比赛，同时还派出了 2 部装载特瑞堡超低压子午线农业轮胎的大马力拖拉机，作为赛事指定的后勤车辆，提供赛道救援服务。这也是赛事成立 14 年以来，第一次把拖拉机开进越野赛道。

为什么要把拖拉机开进赛道进行救援工作，特瑞堡农业轮胎中国区市场营销总监骆湘新女士介绍说：“我们在很偶然的机会中得知，这种越野赛事在暴雨之后，会发生非常严重的沙漠陷车事故导致比赛无法正常进行。特瑞堡超低压子午线轮胎，最低的载重工作气压可以达到 0.6bar，拥有强大的悬浮性。凭借更大的接触面积，更低的地面压实，可以更好的传导引擎动力，所以装配特瑞堡轮胎的拖拉机，在复杂的路况下亦能提供充沛动力，稳定提供救援服务。”



After the fierce competition of 12 days and 8 special sections, 2 racing car of Trelleborg racing team finished the whole rally and boarded the ending platform under the guarantee of the rescue tractor with Trelleborg agricultural tires.

最终，经过 12 天的精彩角逐，特瑞堡车队作为第一年参赛的车队，在拖拉机救援车的保驾护航之下，顺利完赛。其中 172 号赛车在所属组别的 19 个俱乐部代表队中脱颖而出，夺得组别俱乐部第五名，组别总成绩第十名的优异成绩。

作为致力于农业子午线轮胎研发的国际品牌，特瑞堡秉持创新，用先进的轮胎技术陪伴用户们一路前行。

-ENDS-

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Company and profile of the Trelleborg group:

***Trelleborg Wheel Systems** is a leading global supplier of tires and complete wheels for agricultural and forestry machines, materials handling, construction vehicles, motorcycles, bicycle and other specialty segments. It offers highly specialized solutions to create added value for customers and is partner of the leading Original Equipment Manufacturers. Its manufacturing facilities are located in Italy, Latvia, Brazil, Czech Republic, Serbia, Slovenia, 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 31 billion (EUR 3.23 billion, USD 3.60 billion) and operations in about 50 countries. The Group comprises five business areas: Trelleborg Coated Systems, Trelleborg Industrial Solutions, Trelleborg Offshore & Construction, Trelleborg Sealing Solutions and Trelleborg Wheel Systems, and the operations of Rubena and Savatech. The Trelleborg share has been listed on the Stock Exchange since 1964 and is listed on Nasdaq Stockholm, Large Cap. www.trelleborg.com