

GOODYEAR GEARING UP FOR AGRITECHNICA

June 2019



Goodyear Farm Tires is beginning the countdown to its appearance at the world's leading agricultural show.

Goodyear Farm Tires is beginning the countdown to its appearance at the world's leading agricultural show.

It's just under 200 days until the great and good of the farming world descend on Hannover for Agritechnica.

Goodyear Farm Tires will be in attendance and excitement is already building at the prospect of unveiling products which are being manufactured around the world, including in Brazil, Russia, America and Turkey.

Titan International has been manufacturing Goodyear Farm Tires in America for more than a decade and has recently purchased the licence for the European and UK markets.

As normal, there will be a major buzz around Agritechnica with almost 500,000 visitors expected between November 10 and 16, along with around 3,000 exhibitors from more



than 50 countries.

Natalie Dukes, marketing and communications manager of Titan Distribution UK, said: "The return of Goodyear Farm Tires to the UK and European markets means 2019 will be a memorable year and Agritechnica will be a special highlight.

"We will be extremely proud to have the name of Goodyear firmly back on the agricultural map by being amongst the exhibitors and the planning stage for the show is already well underway."

The new series of Goodyear Farm Tires is now readily available to purchase via distributors across Europe.

A strong range of brand new radial Goodyear Farm Tires – to complement the current radial portfolio - is being introduced to the market.

The range includes 85, 70, 65 and XL Tractor Drive Radials, as well as specific designs for sprayers, harvesters and industrial applications. Plans are already in place to expand the offering over the next 18 months.

With a heritage and expertise dating back more than 120 years, Goodyear Farm Tires is breathing fresh life into some of the most important and trusted tread patterns in the Goodyear range and re-introducing them into Europe will be seen by farmers as a significant landmark.