**2November 2017**

**Vredestein introduces the Traxion Optimall**

* **Next generation VF tyre with Vredestein F+ Technology**
* **Lowest inflation pressure and largest footprint in the field**
* **Unmatched in terms of traction, fuel efficiency and productivity**

**Today Vredestein announced the end-result of years of extensive research into the particular needs of tractor manufacturers and end users. The Traxion Optimall, the next generation premium VF (Very high Flexion) tyre for the top tractor segment, is without equal in terms of traction, fuel efficiency and productivity and will substantially reduce the total cost of ownership. Vredestein will introduce the Traxion Optimall at the Agritechnica in Hanover this month.**

The introduction of the Traxion Optimall was preceded by intensive testing by both Vredestein and the renowned German institute DLG, which confirmed the exceptional performance of this new VF tyre.

**New benchmark**

The Traxion Optimall is the only VF tyre allowing a lower inflation pressure in the field and ensures an up to 15% larger footprint compared to VF and 25% compared to IF (Increased Flexion) tyres currently on the market.

DLG found that a tractor above 400 hp (fitted with Traxion Optimall) carrying out tillage activities experienced 5.5% less slippage than the same tractor fitted with IF tyres of another premium brand (see dlg.org for full results).They further calculated that this corresponds to 7% less fuel consumption and a corresponding gain in productivity. The result in savings is € 162 per 100 ha of work.

**F+ Techology**The Traxion Optimall makes full use of Vredestein's F+ technology, combining very high flexibility with exceptional stability. The highly flexible sidewall consists of a focused flexing point. A high-tech rubber compound in the shoulder area supports the carcass at low pressure for extreme deflection. Together these features enable the Traxion Optimall to be used at up to 25% lower pressure in the field than other VF tyres currently in the market and even 40% compared to IF.

F+ Technology guarantees a high degree of stability through a bead stabilizer. A specially designed rigid upper bead zone supports the stability of the Traxion Optimall, even at low pressure. The result is 10% higher radial stiffness compared to other VF tyres, ensuring safe handling during heavy road transport.

**Example:**Tyre pressure optimized for field work. Axle load 10.300 kg. Tyre size 710/75 R 42.

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| --- | --- |
| Tyre | Minimum tyre pressure (bar) |
| Traxion Optimall VF | 0.6 |
| Standard VF | 0.8 |
| Standard IF | 1.0 |

The Traxion Optimall incorporates the Traxion tread concept, a design that has been proven by the success of the Traxion+ and TraxionXXL. It combines a unique compound and high rubber content to ensure 30% better wear resistance and, therefore, a 30% longer lifespan.

The new tyre becomes available from February 2018 in the sizes VF 710/75 R 42 184D, VF 650/65 R 34 NRO 170D and VF 650/60 R 34 NRO 168D. More sizes will be added later in 2018.

For more details visit the Apollo Vredestein stand at the Agritechnica between 12 and 18 November in Hall 20 (B63).

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**About Apollo Vredestein B.V.**

Apollo Vredestein B.V. designs, manufactures and sells 7 million top quality tyres each year for cars, two-wheelers and commercial vans, as well as a range of agricultural and industrial tyres through its locations in Europe and the U.S.A. Apollo Vredestein B.V. is part of Apollo Tyres Ltd., an international tyre major with manufacturing units in India, the Netherlands and Hungary. Apollo Tyres Ltd. markets its products under its two global brands – Apollo and Vredestein. The company’s products are available in over 100 countries through a vast network of branded, exclusive and multi-product outlets.