

Trelleborg and Tractor of the Year 2016: Let the Challenge Begin

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Trelleborg and the Tractor of the Year® awards will come together once again to further strengthen their strategic partnership for the co-marketed event, “Tractor of the Year 2016: Let the challenge begin”.

Following the success of last year’s event, the widely anticipated “Tractor of the Year 2016: Let the challenge begin” will take place at Palazzo Di Varignana, in Bologna, on May 18 to 19. The kick-off to the Tractor of the Year® awards will be attended by representatives from 15 leading tractor manufacturers, along with an international judging panel of 23 journalists from across the European agricultural industry’s most influential publications.

The event will provide leading tractor manufacturers with a platform to showcase their candidates for the esteemed awards ‘Best of Specialized 2016’, ‘Golden Tractor for Design 2016’ and ‘Tractor of the Year 2016’ categories, and for the first time ‘Best Utility 2016’ award.

The new category will include multipurpose and utility tractors above 70 Hp, maximum 4 cylinders and maximum operating weight 8.500 kg.

The Tractor of the Year® jury will announce the short list of finalists for the 2016 awards by the end of June. This will follow a stringent performance assessment of nominees based on criteria such as tractor transmission, electronics, hydraulics, cab comfort, innovative technical features, options, design and price to Hp ratio.

The final awards ceremony will take place at leading agricultural exhibition AGRITECHNICA, in Hannover, Germany, on November 8th.

Source: Trelleborg Wheel Systems