

Tractor of the Year starts a new sponsorship with BKT

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The international award Tractor of the Year is glad to welcome BKT Tires as new partner.

BKT, one of the world major manufacturer of off-highway tires, will be the unique sponsor of the contest for the next 4 years.

Thanks to its jury composed by 26 journalists representing 26 different media from 25 different countries, Tractor of the Year (TotY), is from more than 20 years the benchmark for the entire European agriculture mechanization industry.

The focus to innovation, new technologies, and sustainability are the values of the contest, values that perfectly match with BKT's ones in terms of quality, customer service, and research support.

The new partnership comes with the precise target of spreading knowledge and expertise within the agricultural tractor industry, it all will happen thanks to new initiatives that will rise starting right from this year edition.

This new edition of tractor of the year is very exiting and we are just at the beginning of the whole process says Fabio Zammaretti Chairman of Tractor of the Year. "It's a honor to start this new adventure together with BKT, a very dynamic company, with which, we will work very closely in order to bring some very interesting new, starting from the very first digital edition of the contest. Digitalization will drive us to this year final stop that will be the awarding ceremony, when winners of the 4 TotY categories will be announced. Good luck to all the contenders".

"I'm enthusiastic about this new project" says Lucia Salmaso CEO of BKT Europe "I'm looking forward to begin. TotY is a kind of institution and a real bench mark for the agriculture mechanization industry. We are proud to be part of this team. Talking about tires, We have a lot to offer, tires are the essential element for the machine-system. TotY looks at the future, so does BKT".

Source: Tractoroftheyear