



THE ACRONYMS OF AG TIRES

As farm equipment manufacturers continue to introduce larger, heavier and more powerful equipment each year, the space in which to fit the tire has not changed. This has necessitated that the tire industry move toward new technologies that allow the same size tire to carry heavier loads at lower inflation pressures. The result? **More tire acronyms.**

	TRA Tire and Rim Association	IF Increased Flexion	VF Very High Flexion	CFO Cyclical Field Operation	LSW[®] Low Sidewall
Description	The standardizing body for the tire, rim, valve and allied parts industry in the United States. Called for IF/VF/CFO being standard across all brands.	Carries 20 percent higher loads at same inflation pressure as standard tires or same loads at 20 percent lower inflation pressure as standard tires.	Carries 40 percent higher loads at same inflation pressure as standard tires or same loads at 40 percent lower inflation pressure as standard tires.	Handles 55 percent higher loads when traveling less than 10 mph, for use on combines and grain carts.	Larger rim diameter than standard tires, meets TRA standards for VF/CFO in terms of load/inflation capabilities.
Benefit		Reduces soil compaction when properly inflated.	Reduces soil compaction when properly inflated.	Reduces soil compaction and reduces need to adjust inflation during significant changes in weight during harvest.	Reduces soil compaction when properly inflated, minimizes road lope and power hop regardless of inflation pressures.
Caveats		Only effective if pressure is adequately maintained by application and weight, increased flex can cause problems with road lope and power hop quality if inflation is not maintained.	Only effective if pressure is adequately maintained by application and weight, increased flex can cause problems with road lope and power hop quality if inflation is not maintained.	Compaction reduction gains are only realized if proper inflation pressures are maintained.	Requires appropriate size of wheel.
Brands		Titan/Goodyear, Michelin, Firestone, Mitas, Trelleborg	Titan/Goodyear, Michelin, Firestone, Mitas, Trelleborg	Titan/Goodyear, Michelin, Firestone, Mitas, Trelleborg	Titan/Goodyear

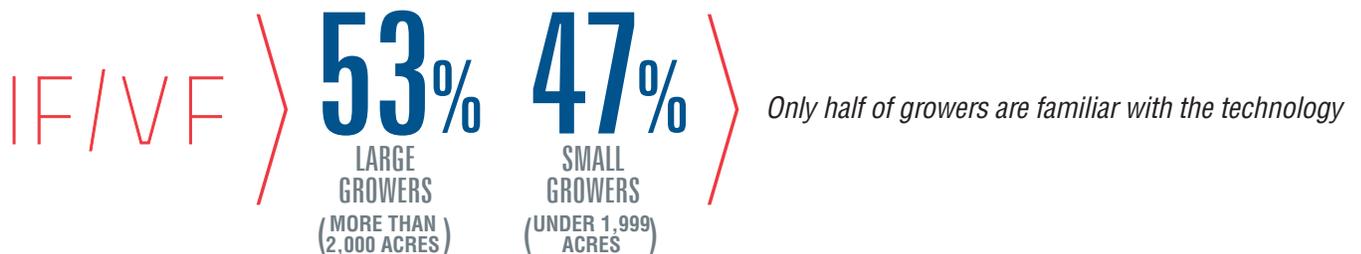
“Although LSW tires are compatible with VF/CFO tires in their load and inflation capabilities (and are recognized by TRA), we do not want to label them as VF/CFO, simply because the benefits of LSW far exceed that of our competitors’ VF/CFO offerings.”

Scott Sloan, Agricultural Product Manager, Titan Tire Corp.

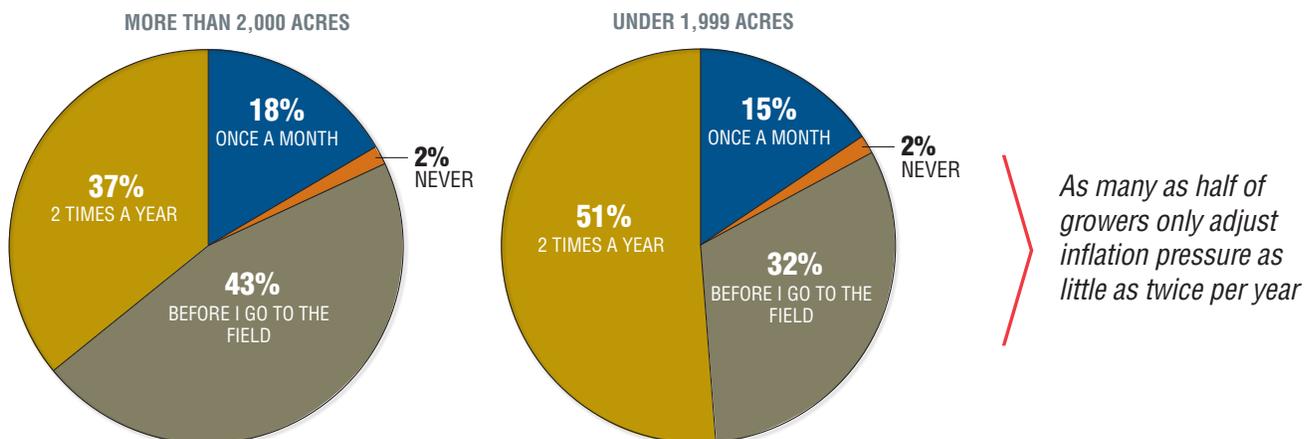
IF AND VF TECHNOLOGIES ARE ONLY EFFECTIVE IF PROPERLY INFLATED — AND OFTEN THEY'RE NOT.

Despite IF and VF being a longstanding industry-wide standard, grower familiarity is still relatively low, suggesting there is a need for education on the topic, particularly given grower inflation practices, or sometimes, lack thereof. Below are results from a recent industry survey.*

WHAT IS YOUR LEVEL OF FAMILIARITY WITH THE FOLLOWING TIRE TECHNOLOGIES?



HOW OFTEN DO YOU CHECK TIRE INFLATION PRESSURES ON YOUR TRACTOR AND IMPLEMENT TIRES?



\$6,000 >

Average additional cost for upgrading from standard to IF/VF tires. It's money down the drain if you're not maintaining minimum inflation pressures based on load/application.

GROWER BEHAVIOR STATS

A third party study done on behalf of Titan Tire revealed the most common frustrations growers have with ag tires. Road lope was the biggest issues faced by both large and small growers, followed by power hop and soil compaction.*



ROAD LOPE

38%

LARGE
GROWERS

47%

SMALL
GROWERS

Experience issues with road lope



POWER HOP

9%

LARGE
GROWERS

22%

SMALL
GROWERS

Experience issues with power hop



SOIL COMPACTION

11%

LARGE
GROWERS

12%

SMALL
GROWERS

Experience issues with soil compaction

SOLUTION:

Low Sidewall (LSW) technology features a shorter sidewall, resulting in less sidewall recoil, more stability, and reduced power hop and road lope. Growers get the flotation benefits of reduced inflation pressures, with a smoother ride and full load capacity.

*Survey sent to 24,981 growers with less than 2,000 acres and 9,411 growers with more than 2,000 acres in April 2013. A total of 1,044 growers completed the survey.



THE ONLY ACRONYM YOU NEED:



Low Sidewall (LSW) technology features a larger rim diameter and smaller sidewall than a standard tire, while maintaining the same outside diameter and weight load capacity at 40% less inflation pressure than standard tires. The larger rim and smaller sidewall of LSW provides much greater stability for equipment.

EXPERIENCE THE ... ▼

Lower pressure

LSW allows the tires to run at **40% less inflation pressure** vs. standard tires. Lower pressure minimizes soil compaction.

Speed

LSW helps reduce bouncing and road loping, which results in increased transport speeds between fields, keeping your operation productive and profitable.

Smooth ride

LSW provides a smoother ride both in the field and on the road. The smaller sidewall reduces recoil and bouncing that results in road lobe and power hop.

Stability

The increased rim diameter of LSW reduces machine sway, resulting in greater lateral stability on hillside conditions without the need to increase inflation pressures.

Safety

Less bounce and greater stability around curves results in improved operator comfort and safety.

Fuel economy

LSW reduces sidewall deflection, which helps increase the rolling circumference for improved fuel economy.

LOW SIDEWALL



STANDARD



TAKEAWAYS

- Proper inflation pressure is important, but not always realistic
- IF/VF is only effective if inflated to load/application
- IF/VF causes problems with road lobe and power hop if not properly inflated
- IF/VF can cause soil compaction if overly inflated
- LSW incorporates all the benefits of VF/CFO technology, but provides added stability, reduces power hop and road lobe, and allows for maximum transport speeds

40 % LESS INFLATION PRESSURE