



Press release

Date: October 24th, 2019

Andrew Mabin is the new Marketing Director at Galileo Wheel Ltd.

Since October 1st, Andrew Mabin has been Director of OE Sales and Marketing at Galileo Wheel, the Israeli company for innovative tire concepts for agricultural, forestry and construction machinery. His position has been newly created. In his new role, Mabin is responsible for the development and marketing of the CupWheel technology in the original equipment and European markets. The CupWheel technology combines the advantages of radial off-road tires and rubber tracks on a standard rim. The revolutionary special tire, which can even be used with zero bar pressure, has been available for order since September.

Andrew Mabin has been in the tire and automotive business since 1977. He has held various positions at Michelin and Continental Tire Group, among others. In 2008, he moved to Mitas, where he successfully transferred the brand to a premium position as Member of the Board and Director Sales & Marketing. Andrew has been knowing and supporting the Galileo technology since his days at Mitas. Following the acquisition of Mitas by Trelleborg, Andrew Mabin served as Regional Sales Manager Europe & Russia and most recently as President Trelleborg Wheel Systems for North and Central America.

"I've been in the business for quite some time and I'm looking forward to working with the Galileo Wheel team to bring new, innovative products and technologies to Europe. The CupWheel technology offers many advantages and is a real game changer for the industry," says Mabin. Alon Hayka, Managing Director of Galileo Wheel, adds: "We are constantly developing our CupWheel technology and strengthening our marketing efforts. We are very excited to have the support of Andrew, a long-time industry expert."

To schedule a meeting with Andrew at Agritechnica, visit Hall 4 | Stand D59 or contact us.



Galileo Wheel Ltd.

Galileo Wheel Ltd. from Mevasseret Tzion, Israel, has developed the CW-technology since its inception in 2011 in partnership with Mitas, now under Trelleborg. The innovative tire was first introduced to the agricultural sector in 2013. Since then, Galileo Wheel has further developed the tire for other sectors, including industry and construction.

Further information can be found at www.galileowheel.com

See a full demonstration of the Galileo CupWheel features: <https://youtu.be/embU-7fdyVI>

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