



Press release

Date: August 05, 2019

Keep on Rollin' in a Whole New Way

New ag equipment tire technology debuts in U.S. at Farm Progress

Galileo Wheel, a premium and revolutionary run-flat wheel for agriculture equipment, is debuting at the 2019 Farm Progress Show in Decatur, Illinois on August 27, 28 and 29. Designed and launched in Europe in the SIMA Show, Galileo enters the U.S. market with a critical value proposition for agriculture equipment makers, dealers and users: **Eliminate the worry.**

The unique construction of Galileo's AgriCup Wheel fits any standard tire base without modifications. The folding sidewall allows the outer circumference to change its shape freely, adding several benefits to end-users:

- * Ability to easily adapt to on-road and off-road conditions
- * Minimizes soil compaction
- * Increases floatation, increasing pull load while decreasing fuel costs
- * Added traction, steerability and comfort
- * Run-flat durability

No matter the soil type, slope or equipment, Galileo's AgriCup eliminates worries. "For rough terrain or rough conditions due to weather like we've seen this year in many places, the AgriCup offers a solution," said Alon Hayka, Galileo's CEO. "We have seen much less slippage, reduced soil compaction and really, peace of mind to minimize equipment tire failure."

"I think about the Midwest farmer this year with the weather conditions we've had," Mike Gelbman, U.S. Vice President of Sales added. "A lot of them were looking for just 24 good hours to get things planted, weeks late. In those conditions, you're worried about traction, you're worried about soil compaction, you're worried about every breakdown as more than just a pain, it could make or break your planting season. Tires should be the last thing you're worrying about, and that's what Galileo's AgriCup does – eliminates worry."



Galileo's AgriCup technology will be on display during the full Farm Progress show. To learn more about the novel tire technology, visit www.galileowheel.com.

Forty-two-inch Galileo AgriCup tires will be on a CLAAS Xerion tractor alongside side-by-side CupWheel technology tires and traditional tractor tires in Farm Progress booth #36E, Southeast Quadrant. Chief Technology Officer and inventor, Avishay Novoplanski, will be on-hand to share how they're made and what they will offer the U.S. ag equipment market.

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From combines, tractors and skid-steers to gravity wagons, planters and irrigation equipment, Galileo's AgriCup technology delivers a worry-free opportunity to keep-on rolling, differently – maximizing productivity. See it in action at www.galileowheel.com or follow us on Twitter or LinkedIn.

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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