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The introduction of the website marks the successful product renewal of the Firestone Agricultural range of the past months with recent launches of the Maxi Traction IF series, Maxi Traction for Combines and the Performer series for Row Crop.

“We have listened to our clients and based on their advice developed a new user-friendly Tyre Finder, adapted to today’s needs and customer requirements. Another highlight of the new site is the advanced Dealer Locator, guiding visitors to the closest tyre professional in a quick and efficient way” commented **Harald Van Ooteghem**, Senior Manager Marketing Planning Commercial Business Unit, Bridgestone Europe.

Visit the website www.firestone.eu/agri/ and find out why our products are designed for growing results.

C.d.P.