**PRESS RELEASE**

**Heuver Tyres Makes a Strong Impression at Agritechnica 2025**

**At the upcoming Agritechnica, taking place from November 9–15 in Hanover, Heuver Tyres will pull out all the stops. As a leading distributor of MRL and Aeolus agricultural tyres, the company will showcase several innovations that perfectly meet the current demands of the agricultural sector: higher efficiency, lower operating costs, greater sustainability, and maximum protection of soil and crops.**

In addition to the latest product launches from MRL and Aeolus, Heuver Tyres will present a John Deere tractor equipped with wheels from Bevri – Heuver’s own brand for tailor-made agricultural wheels – and introduce the unique Float Control air pressure adjustment system. This clearly demonstrates how Heuver brings together multiple strong brands to offer customers a broad, comprehensive, and innovative range. Furthermore, several brands from the Heuver dealer portfolio will be showcased at other stands, including Alliance, Nokian, and MRL.

**Innovations from MRL and Aeolus**

***VF 480/80R50 CFO MVF 603 V FLEXO PLUS SB 179D TL***This new row crop tyre represents the latest generation in MRL’s VF segment. It offers up to 40% more load capacity at the same air pressure compared to standard agricultural tyres, or the same load capacity at 40% lower pressure. The larger contact area improves weight distribution and reduces soil compaction, positively affecting soil structure. Thanks to an optimized tread design, the tyre provides extra traction. Additional reinforcement in the tread center enhances stubble and wear resistance. The LSB technology (Locked Shaped Bead) ensures excellent air retention and protection against punctures and damage, resulting in greater reliability. The multifunctional MVF 603 V FLEXO PLUS is suitable for cultivating, harvesting, and spraying, and performs well on both hard roads and soft surfaces.

***VF 800/70R38 CFO MVF 600 V FLEXO PLUS SB 189D TL***  
This tyre takes the VF concept to the next level, offering 40% higher load capacity or 40% lower pressure than standard tyres. The larger contact area provides evenly distributed ground pressure, better traction, and reduced slippage. Its 66 mm tread depth and high-quality steel-belt construction ensure a longer service life. The MVF 600 V FLEXO PLUS is ideal for machines that frequently switch between fieldwork and transport, and its CFO rating makes it resistant to cyclic loads. Other key benefits include lower operating costs, greater comfort, reduced soil compaction, and lower fuel consumption. The tyre offers excellent road performance, greater stability, reduced vibrations, and increased resistance to damage at higher speeds.

***600/50R22.5 Aeolus AGT24 AS 164J AgroTruck TL***  
The new AGT24 has been specially developed for agricultural transport using agri-trucks. Its main advantage lies in the perfect balance of speed, load capacity, and traction. Thanks to its all-steel carcass, the AGT24 is particularly robust and resistant to intensive use. With speeds of up to 100 km/h, this tyre is ideal for efficient and fast agricultural transport. Its high load capacity does not compromise performance. The durable, self-cleaning traction pattern makes the AGT24 reliable on a wide variety of surfaces.

***600/55R26.5 Aeolus AE75 AS 177D TL***  
A robust tyre for agricultural transport vehicles and tippers in the construction sector: the new AE75. It features a wear-resistant rubber compound and is designed for long-term, intensive use. The all-steel carcass ensures maximum stability and high load capacity. The AE75 also offers excellent self-cleaning properties, even under demanding conditions. Versatile in use, it provides high stability and superior rolling performance on different surfaces.

**Strategic Distributor for Agricultural Tyres in Europe**

With this strong product portfolio, Heuver Tyres once again emphasizes its position as the strategic distributor for MRL and Aeolus agricultural tyres in Europe. The presentation in Hanover clearly demonstrates that Heuver and its brands are developing innovative, forward-looking solutions to help farmers and contractors meet today’s and tomorrow’s challenges.

“Agritechnica is the international platform where innovations in the agricultural sector come to life,” says Enno Schottert, Business Unit Manager Agriculture at Heuver Tyres. “We are proud to present the latest developments from MRL and Aeolus here. With these innovations, we offer our customers solutions that contribute to lower costs, higher efficiency, and improved soil protection. This enables them to continue operating sustainably and successfully.”

With its wide brand portfolio, strong international distribution network, and focus on service and innovation, Heuver Tyres remains a reliable partner for agriculture across Europe. You can find Heuver at **Hall 4, Stand A42** during Agritechnica 2025.

**END OF MESSAGE**

***Note to editors (not for publication):***  
For more information, please contact **Mr. Enno Schottert**, Business Unit Manager Agriculture at Heuver Tyres, at +31 (0)523 850 850 or via email at **e.schottert@heuver.com**.

**About Heuver Tyres**Heuver is a tyre specialist based in Hardenberg, with sales teams in the Benelux countries, Germany, France, Poland, Romania, Spain, and Italy. With nearly 60 years of experience, this family-owned company ranks among Europe’s leading specialists in truck and trailer tyres, earthmoving tyres, and agricultural tyres. Heuver Tyres is part of the **Heuver Group**.

**About the Heuver Group**The Heuver Group includes four tyre and wheel trading companies: **Bevri Wheels and Tyres, Heuver Tyres, Kuil Tyres and Kuil Truck & Trailer Service,** as well as **Profile Heuver.** This makes the group a full-service specialist in the field of tyres and wheels. Bevri Wheels is our wheel factory, while Bevri Tyres specializes in agricultural tyres in the Zeewolde region. Heuver Tyres is the international tyre and wheel supplier based in Hardenberg, offering a wide range of truck, agricultural, and earthmoving products—both new and used. In addition to well-known premium brands, our range also includes various exclusive private labels. Kuil Tyres and Kuil Truck & Trailer Service offer a complete range of tyres, wheels, and maintenance services for trucks and trailers in Groningen and Veendam. Under the Profile franchise formula, there are 12 branches in the northeast of the Netherlands and in northern Limburg that belong to the Heuver Group. For private customers, we are the most customer-friendly specialist in car tyres, rims, vehicle inspections, and car maintenance. For business customers, we also provide a complete tyre service for trucks and trailers, earthmoving machinery, and agricultural vehicles—on-site if desired.

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