

**Unique selling proposition segment and brand matrix**

Easier & faster tire mounting	Reduction of tire slippage	Soil protection	Light weight design rim and/or disc	Dual wheel eligibility	Full service engineering & R&D support	Higher payload	Durability, improved strength	Tire protection (larger flanges)	Double the lifetime as standard	Suitable for speed	Adjustable (track setting)*

Agriculture											
Tractors >250hp	Profi-Fit	Profi-Grip	-	-	Profi-Fit Profi-Grip Profi-Flex*	All product ranges	Profi-Fit Profi-Grip	Profi-Fit Profi-Grip Profi-Flex*	-	Profi-Fit Profi-Grip Profi-Flex <sup>HS</sup>	Profi-Flex*
Standard tractors <250hp	Profi-Fit	-	-	-	Profi-Fit Profi-Flex*	All product ranges	Profi-Fit	Profi-Fit Profi-Flex*	-	Profi-Fit Profi-Grip Profi-Flex <sup>HS</sup>	Profi-Flex*
Combines	Profi-Fit	Profi-Grip	Profi-Fit	Profi-Fit	Profi-Fit	All product ranges	Profi-Fit Profi-Grip	Profi-Fit	-	-	-
Sprayers	Profi-Fit	Profi-Grip	Profi-Fit	Profi-Fit	-	All product ranges	Profi-Fit Profi-Grip	Profi-Fit	-	Profi-Fit Profi-Grip Profi-Flex <sup>HS</sup>	Profi-Flex*
Implements	Profi-Line	-	Profi-Line	Profi-Line	-	All product ranges	Profi-Line	Profi-Line	-	Profi-Line*	-
Self-propelled forage harvester	Profi-Fit	Profi-Grip	Profi-Fit	Profi-Fit	-	All product ranges	Profi-Fit Profi-Grip	Profi-Fit	-	Profi-Fit Profi-Grip Profi-Flex <sup>HS</sup>	-
Forestry											
Standard single piece	-	Profi-Tuff	-	-	-	All product ranges	Profi-Tuff	Profi-Tuff	-	-	-
Construction											
Single piece light construction (skidsteer loaders, telehandlers, backhoe-loaders, compact wheel loaders)	Infini-Fit	-	-	-	-	All product ranges	Profi-Fit	-	-	-	-
Multi Piece heavy construction (articulated dump-trucks, wheel loaders, motor-graders, road pavers)	-	-	-	-	-	All product ranges	-	-	-	-	-
Material Handling											
Multi piece container handling & stackers	-	-	-	-	Standard Multi-piece Infini-Forge	All product ranges	Infini-Forge	Standard Multi-piece Infini-Forge	Infini-Forge	-	-
Multi piece mobile cranes	-	-	-	-	-	All product ranges	-	-	-	-	-
Fork lift truck	-	-	-	-	-	All product ranges	-	-	-	-	-
Mining											
Underground <=33 inch	-	-	-	-	-	All product ranges	Infini-Forge	-	Infini-Forge	-	-

\* Profi-Flex available as Profi-Flex<sup>HS</sup> with unique spacer to address issue of run out and suitable for speeds up to 50km/h