

# Tread Carefully When Buying Tractor Tires



**Investing the time and trouble required to find the best tire for your tractor can pay dividends when it comes to your farm and its bottom line.**

(NAPSA)—Just as car owners have to pay attention to keep their tires in good shape, farmers also need to keep farm equipment tires in mind. Brand, price and convenience may play a part when you look to buy tires, but a farmer's tire choice is much more involved. Selecting the right tire for a tractor, harvester or grain cart can have a lasting effect on a farm's productivity and the environment in general.

The good news, experts say, is that investing the time and trouble required to find the best ag tire can pay dividends for your farm and its bottom line.

One of the latest developments in tractor tires is the YieldBib ag radial created by Michelin North America Agricultural Tires. They deliver better fuel economy, longevity and traction even in adverse conditions. And the way the tire does it helps the environment by improving tire footprint on the ground while helping reduce equipment carbon footprints.

## **Less Impact On The Ground**

For starters, the new tire safely runs at much lower air pressures, so it spreads the weight of equip-

ment with its longer footprint, reducing its impact on the ground so crops grow more readily with less soil compaction. This reduced impact can lead to better fuel economy. Spread over 12–14-hour days and hundreds of acres, that means finishing fields sooner, spending less on fuel and reducing carbon emissions.

## **Better For The Environment**

The new radial is also designed to withstand stubble damage from today's stronger crop stalks so that it lasts longer, which helps the farmer's pocketbook, and with fewer waste tires tossed into landfills.

Said James Crouch of Michelin North America, "Farmers have a lot more factors to think about when choosing farm tires than passenger car tires. They have to select tires that will help them produce the most crops and help them be good stewards of the land. The right farm tire helps their business at the same time that it protects the environment."

To learn more about how farm tires protect the environment and farmer investments, visit [www.michelinag.com](http://www.michelinag.com).