# **Press release**

# **For immediate release**

# **Camso is pushing new product training to the next level**

*Magog, March 14, 2018 –* Camso, formerly Camoplast Solideal, has pushed product introduction and training to a whole new level with the first Road Free European edition of the *Camso Experience*, a hands-on product launch and sales event held on March 6–8, 2018, in Barcelona, Spain.

Over the course of three days, Camso welcomed customers, team members and media representatives out of the showroom and into the field to experience its new Construction and Material Handling tires. Through product demos, product walkarounds, presentations, test drives and team activities, participants were given an interactive learning experience.

“We know that the best way for our customers to truly understand the value and performance of our products is to experience them firsthand. That applies to our employees, too. You need to be in the field with customers to understand their needs and the application they’re running to solve their mobility issues. This allows us to manufacture products that provide the lowest operating cost solution,” explains Gregory Fossey, Vice President, EMEA – Aftermarket Division at Camso.

During the event, Camso unveiled 13 new tires, including [five brand new solid, bias and radial tires purposely built for MPT machines](https://goo.gl/GKBZ1A), three new and improved [industrial pneumatic (AIR) tires](https://goo.gl/y1dkES), an expanded range of radial tires for earthmover applications, and [new cushion tires (PON)](https://camso.co/en/products-solutions/material-handling/products/pon-775?vehicleType=640&pr=MH34) for high- and medium-intensity forklift applications.

By hosting the *Camso Experience*, a Road Free concept that will apply to large product introductions at Camso, the company is demonstrating its commitment to being more than just a partner and providing the necessary tools, training and support to learn about the specifics of off-the-road products.

**About Camso, formerly Camoplast Solideal**

Camso, the Road Free company, is a world leader in the design, manufacturing, and distribution of off-road tires, wheels, rubber tracks and undercarriage systems to serve the material handling, construction, agricultural and powersports industries. It employs more than 7,500 dedicated employees that place 100% of their effort on 11% of the global tire and track market—the off-the-road market. It operates advanced R&D centres and manufacturing plants in North and South America, Europe and Asia. Camso supplies its products to leading original equipment manufacturers (OEM) under the names Camso and Solideal and distributes its products in the replacement market through its global distribution network.

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**For Company Information:**

Derek Bradeen, Brand, Communications and Global Marketing Executive Director

2633 Macpherson Street  
Magog (Québec) J1X 0E6 CANADA  
Tel.: +1 819-869-8019  
[derek.bradeen@camso.co](mailto:derek.bradeen@camso.co)

[camso.co](http://www.camso.co/)