**Press release**

**For immediate release**

**Camso unveils new smart track technology in North America**

Magog, QC, February 14, 2018 – Camso, formerly Camoplast Solideal, unveils its new, proprietary smart track technology for the first time in North America.

The vision behind Camso smart track technology (patent pending) is to support farmers through innovations, adding value to their field. “As the leader in track and track system development, we’re committed to redefining the industry standard and engineering products that support the evolution of farming equipment,” explains Martin Lunkenbein, Service and Aftermarket Sales Executive Director – Agriculture at Camso. “New technology announcements, such as smart tracks, demonstrate our commitment to developing solutions that advance a farmer’s operation in terms of efficiency, productivity and ease of use,” he says.

According to Lunkenbein, when coupled with smart technology, tracks can be an invaluable source of information. “The idea is to use our proprietary smart technology to gather data using the various track components (guide lugs, tread bars, carcass). From there, we can track what really impacts farmers’ profitability: durability, performance, agronomic field conditions, and more”.

The first application of Camso smart technology will involve track temperature sensors for high-speed roading to help farmers get in their field faster while lowering their operating costs and improving track durability. “With higher roading speeds and fields farther away from each other, farmers are looking to operate at maximum transport efficiency. Our roading smart track solution will allow for optimal machine speed while avoiding heat build-up, which can cause premature track damage,” says Lunkenbein. Camso already offers the leading roading track solution, using the best compounds and ensuring optimized tread performance and life.

This first application represents a huge leap forward in integrated track technology. Camso’s technology employs a temperature sensor embedded in the track. If the track reaches high temperature levels, the sensor sends a signal to the tractor, ensuring that speed is readily adjusted to protect the track investment. A working prototype will be introduced later in 2018.

**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 who devote 100% of their effort to 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 (OEMs) under the names Camso and Solideal, and distributes its products in the replacement market through its global distribution network.

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