Press Release

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**Camso unveils its new name, products and profitability program at Agritechnica**

*Magog, QC, November 9, 2015* – Camso, the Road Free Company, formerly Camoplast Solideal, is introducing its new brand, rubber tracks, Conversion Track Systems (CTS) and Profit from the Ground Up Program to its European audience at Agritechnica 2015 – Hall 3 Booth B05 in Hanover, Germany, November 10-14.

Earlier this year, Camoplast Solideal changed its name to Camso, combining the best of Camoplast and Solideal. The new brand builds on the company’s strong understanding of the off-the-road niche markets for tyres, belts and track systems for Agriculture, Construction, Material Handling and Powersports sectors. Agritechnica is the company’s first major European show as Camso and provides the largest single venue for the company to showcase its new name and product leadership to the agricultural industry.

“Our presence at Agritechnica is a strong affirmation of our drive to be the best provider of rubber belts and undercarriage systems for OEMs, distributors and farmers worldwide,” says Derek Bradeen, Marketing Strategy and Communications Director at Camso. “We’re here to show that we have the best performing and broadest range of belts and track systems to overcome agricultural equipment mobility challenges. All of this helps to improve the profitability of a growers operation,” concludes Bradeen.

At Agritechnica, Camso is exhibiting a variety of rubber belt products, including the:

* Camso Conversion Track System (CTS) for combine harvesters and 250-380 horsepower tractors
* Camso 4500 and 6500 Friction Drive belts for high performance agricultural applications
* 6500 Friction Drive Scraper and 6500 Positive Drive belts for the toughest agricultural applications
* new 40 series Trailed Track System (TTS) with narrow tracks for row-crop pull behind equipment

Camso is also working with growers worldwide to build its Profit from the Ground Up Program. On November 9, at 10 a.m. at the “Major Crops Worldwide” Forum, Hall 21, Booth G 25, the company will present two years of ground preparation field testing which resulted in an impressive 10% increase in yield due to ground preparation.

[Download](https://camso.sharefile.com/d-s9b504412305462fb) the Camso Agricultural press kit.

# 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 is a supplier to leading original equipment manufacturers (OEMs) and distributes its products in the replacement market through its global distribution network.

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