SEDAM TIRE

RETHINKING FARM TIRE COSTS



HOW TODAY'S FARMERS ARE REDUCING OPERATING EXPENSES WITHOUT SACRIFICING PERFORMANCE

(585) 237-2124 | 3165 NY-246, Perry, NY | www.sedamtire.com

Farming Has Changed

For decades, agricultural producers have trusted premium tire brands such as Trelleborg, Bridgestone, Goodyear, and Firestone. These brands built their reputation on durability, traction, and reliability in demanding farming conditions. **However, farming has changed.**

Rising input costs, tighter margins, labor shortages, and increased pressure on profitability have forced farm owners to evaluate every expense more carefully than ever before. The question many producers are asking today is:

Are premium-priced tires still the only option for dependable farm performance?

At Sedam Tire, we challenged ourselves to answer that question. Over the last few years, our team has invested significant time researching alternative agricultural tire manufacturers, evaluating performance data, studying real-world applications, and gathering feedback from customers operating tractors, spreaders, harvesters, and other agricultural equipment throughout Western New York.



One brand consistently stood out: MAXAM Tires.

Why Sedam Tire Began Looking Beyond Traditional Brands

Our customers told us they wanted three things:

- Reliable performance
- Faster availability
- Lower operating costs

They did not want lower quality. They wanted better value.
Rather than simply offering whatever was cheapest on the market, Sedam Tire evaluate alternatives that could deliver comparable performance while reducing acquisition costs.

MAXAM emerged as one of the strongest solutions.

Today, many of our customers are successfully running MAXAM tires across various applications while seeing substantial savings compared to traditional premium brands.

Highlight



A Visit to Old Acres Farm

Recently, our team visited **Old Acres Farm** to hear directly from equipment operators and decision makers about their experiences. The conversation with John and Tony reinforced something we have been hearing more frequently across the farming community.

Performance Matters More Than the Brand Name

When discussing their equipment, neither operator focused first on brand names. They focused on tire life, reliability, downtime, cost per hour & overall return on investment

The team explained that they initially moved to MAXAM because of pricing advantages. However, after years of use, their opinion was shaped by actual performance.

Their feedback was straightforward:

- Traction has been excellent.
- Wear has met expectations.
- Tires have held up well over time.
- The value received justified the switch.

One example involved equipment that had been operating on MAXAM tires for several years and was still showing strong tread life and dependable performance. For the farm, the key takeaway was simple: **The lower purchase price did not result in reduced productivity.**

The Real Cost of Tire Decisions

Agricultural tires represent a significant investment. During our visit to Old Acres Farm, we heard firsthand how choosing a premium brand can add thousands of dollars to a single tire package. On larger equipment, that difference can exceed $10,000, creating a substantial impact on operating budgets.

The question farmers are increasingly asking is: if two tires perform the same job, why pay significantly more?

In farming, downtime costs money. Equipment sitting idle during planting, harvesting, or feeding operations can quickly affect productivity. Farmers told us that when an issue arises, they need responsive support, quick solutions, and product availability they can count on.

Every Farm Is Different

One of the biggest lessons from Old Acres Farm is that there is no universal tire solution. Soil conditions, equipment, workloads, and operating environments vary from farm to farm. **That's why Sedam Tire focuses on understanding each operation before making a recommendation.** Our goal isn't to sell the most expensive tire. It's to help farmers find the right balance of performance, availability, and cost. For many operations today, that conversation is increasingly leading to MAXAM tires, delivering proven performance while helping farmers reduce operating expenses and keep their equipment moving.