

SUCCESS STORY



Alliance 360,370: Lowest Total cost of Ownership (TCO) concept in practice, Belarus 2014

- Customer** : Denshikovo
- Location** : Grodno, Belarus
- Machine used** : John Deere 8420 tractor
MTW 3022 HD tractors
- Application** : Agriculture & Allied
- Tires in use** : Alliance 370 (600/70R30,152A8)
Alliance 360 (620/70R42,166A8)

Agro Cooperative Company "Denshikovo" from Grodno Region of Belarus started cooperation with ATG/Belshintorgservice in 2011 with fitment of 600/70R30 152A8 Alliance 370 on the front axle of their John Deere 8420 tractor. In October 2014 both **tires made 3500 work hours** and met all requirements of the end user for HD field operations (80 % of the activity) and road transport operations (rest 20%) with **no tire repair as well as no machine downtime fixed**. This result gave the chance for ATG to offer to the end user to start using Alliance on their local HD tractors MTW 3022 (the most common local machines) to cut the total operational costs and increase the efficiency of their investment in tires.

In autumn 2013 the end user fitted two 620/70R42 166A8 Alliance 360 tires to the rear axle of their MTW 3022, that gave in October 1200 WH with tread wear of 11,1% (on both tires, IP 2.0 Bars), demonstrating very slow and equal tread wear, good traction in field works (ploughing)

and **high driver comfort** during road transport operations. At the same time the end user cut considerably on overall operational costs due to the very low downtime of the machine and no need in tire repair.

In coming 2015 the end user plans to mount Alliance to all nine HD tractors in their fleet: Five John Deere (three-8420, 8430, and 7820) and local MTW 3022.



ATG

Alliance Tire Group specializes in the development, manufacturing, and marketing of tires for Agriculture, Forestry, Construction, Industrial, Earth Moving and OEM applications, under the Alliance, Galaxy, and Primex Brands.

Backed by nearly 60 years of experience, Alliance Tire Group serves customers in 120 countries and offers a full spectrum of products, from basic entry-level tires to a broad range of superior quality value-added products.

All of the Group's tires are developed and tested at its advanced R&D centers.

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