

# SUCCESS STORY



## Alliance 365 gives all-round satisfaction to French farmers!!!

**Customer** : Mr. Jocelyn Bernard and Mr. Régis Bernard  
**Location** : Caen, Calvados, France  
**Machine used** : Massey Ferguson tractor 7485  
**Application** : Agriculture & Allied  
**Tires in use** : A 365

Mr. Jocelyn Bernard and Mr. Régis Bernard are farmers in the plain of Caen in Calvados in Normandy. They operate a mixed crop and breeding farm: 80 hectares of wheat, 25 hectares of colza, 20 hectares of flax, 15 hectares of field corn, 15 hectares of peas, 10 hectares of barley and 10 acres of sugar beets. They raise 150 head of cattle for meat.

They have a Massey Ferguson tractor 7485 200 Horse Power which have already been used during 3764 hours.

In June 2014 they decided to equip their tractor with Alliance tires.

Their tire dealer, Ets Laguerre Profil Plus, based near Caen, naturally invited them to mount the Alliance 365 in the following sizes: 650/65R42, 170D & 540/65R30, 150D with air pressure of 1.5 bar.

They have already ploughed 70 hectares, stubbled, towed a 18 tons grain trailer, hauled beets and spread solid fertilizer.

After nearly 300 hours of use, the two Bernard brothers are unanimous: they do not regret their choice and are very satisfied with the conduct of these Alliance tires, comfort on the road as well as in the fields for ploughing or hauling beets even in wet conditions, on clay soils and stones.

Their other farm equipment consists of 4 tractors, a Hardi towed sprayer, a combine harvester, a press, two Cheavance 18 tons wagons in sizes 600 / 55R26.5 and Alliance 380 and a Pichon spreader.



## ATG

Alliance Tire Group specializes in the development, manufacturing, and marketing of Agriculture, Forestry, Construction, Industrial, Earth Moving and OEM applications under 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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