



## ATG - Winner of Best Indoor Agri business stand at NZ National Ag show

June 18, 2013 - ATG was part of the prestigious 'The New Zealand National Agricultural Fieldays' in Mystery Creek, which also celebrated 45 years since its inception.

The premier feature theme for 2013, "getting down to the business in the Global Economy", provided a platform for New Zealand's leading products and services to be presented to the world. The four day event attracted over 120,000 visitors and provided exhibiting businesses with the ultimate connection to farming customers, both locally and internationally.



ATG displayed a vast array of advanced tires at the event. The Group also won the best stand in the category "Best Indoor Agribusiness Site" among several other indoor stands present in the event.



*The Alliance team, award winners of the best stand in the category "Best Indoor Agribusiness Site"*

Jacqui Cooper, Client Relations Executive, said that it seemed to get more and more challenging to pick site winners as the bar is constantly being raised: "Every year, the job of site award judging gets more difficult as the innovation, originality and effort put into site displays is of a higher quality than previous years. Identifying the most exceptional exhibits is a challenge as there are always so many to choose from."

Eric Harrington, National Technical Manager, Alliance Tire Group Australia & New Zealand commented: "We are extremely happy and honored to have received the award for "Best Indoor Agribusiness Site". We want to thank all those who were associated with the event and the boys did a great job!"



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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