

PRESS RELEASE



ATG successfully participated the Agri Technica 2011

December 2011 - With a wide selection of its advanced agricultural, forestry, and agro-industrial tires, ATG was exhibiting at the prestigious international Agri Technica 2011 show in Hannover, Germany. Beside of some of its well known tread patterns, the Group has presented a few of its latest developments, and exposed some new tire models that caught the attention of many. A high number of dealers, OE representatives and end users stopped by Group's stand, and dozens of successful business meetings were held.

During the show ATG showcased, for the first time, its newly developed high-speed 382 high-volume radial flotation tire. This new tread perfectly represents Group's innovative tire engineering approach, and its abilities to manufacture high-performing innovative tires. It was designed to optimize the efficiency of agricultural transportation methods and to enable transportation at high-speed of up to 100 KM/H.

An impressive number of leading OEs chose ATG's products for their equipment. An outstanding record number of over 400 ATG tires were mounted on different machines in various OEs' stands throughout the Agri Technica show. ATG tires were shown on tractors, trailers, agricultural trucks, combines, spreaders, sprayers, and many other kinds of machines. In today's competitive tire market, this high number is an evidence of a solid recognition in ATG tires' superior quality, performance, and benefits.



The new Alliance 382 High-Speed radial flotation tire. Enables drive of up to 100KM/H !

Yogesh Mahansaria, CEO of ATG commented: "ATG is a rapidly growing Group, and our well established presence in the European market was extremely well demonstrated at this show. The high number of orders made during the show, together with many contacts made with major OEMs, who are highly interested in ATG's tires, made us be much more confident about our position in the market.

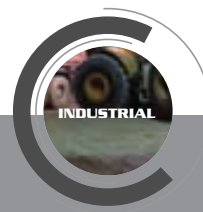
The high interest in ATG's new innovative tires unveiled in this show is significantly contributing to fortify our reputation as a leading tire group."



ATG's stand at Agri Technica 2011



Over 400 ATG tires were mounted on different machines in various OEs' stands throughout the Agri Technica show.



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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