

ATG Was Significantly Widespread at the SIMA 2011 Show, Paris

Unveiling of new Alliance FarmPRO 842 Radial Tractor Drive series

March 14, 2010 - Alliance Tire Group (ATG) successful participation at the International SIMA 2011 Agriculture Exhibition, in Paris, France.

ATG presented a wide selection its range of advanced agricultural, forestry, and agro-industrial tires, showcasing the Group's innovative tire engineering approach, and its abilities to manufacture high-performing tires. A very high number of visitors stepped into the Group's stand at the SIMA show, and dozens of successful business meeting with local and international dealers, OE customers and commercial representatives were held.

During the show ATG showcased, for the first time, its newly developed FarmPRO 842 radial tractor drive tire series. This new series is being manufactured at the new ATG plant in India. Among the other tires presented by ATG at the show were the Alliance A-350 Row Crop, the Alliance 550 MULTIUSE, Alliance F-344 Forestar flotation, A-375 Radial tire for Combine, and A-390 HD, for heavy duty uses. ATG also exhibited the Galaxy Beefy Baby, Hulk, and Giraffe XLW tires.



The new FarmPRO 842 (in the middle) was presented at the SIMA show for the first time. It was one of 16 ATG tire at the Group's stand at the exhibition.



ATG's 150m² booth at the SIMA 2011 show. 16 tires represented the group's cutting edge tire technology and advanced products for agriculture, forestry and industrial uses.

In addition to the tires in the ATG booth, a record number of over 300 of ATG tires were mounted on different machines on display at various OEs' stands throughout the fairgrounds. Dozens of flotation radial tires were shown on wagons, trailers, and spreaders, as well as many A-350 Row Crop tires on sprayers. A high number of radial tractor tires were mounted on different agriculture vehicles. This outstanding number of machinery shod with ATG tires establishes the Group's credibility in today's competitive tire market. It is also reflects a trend of leading OEs who recognized the benefits of ATG tires' superior quality and chose ATG's products for their equipment.

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 the SIMA 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.

Our French team, backed by the Alliance Europe BV team, is dedicated to fortifying our reputation as a leading provider of advanced tires in France and across Europe."



Over 150 of ATG's clients most of them from France, enjoyed the traditional SIMA Cocktail held in ATG's stand. Dealers, OEs and other business partners got together for an informal evening as the third day of the exhibition drew to a close.



ATG's special press conference held during the SIMA show was well attended by French and European Press Mr. Yogesh Mahansaria, Group CEO, outlined the Group's future plans and answered the press.

ATG presented the most significant achievements of 2010 as well as its outlook and future plans for tire developments and business growth. The Group also presented a few of its new products, recently released by the Group's R&D.



A record number of over 300 of ATG tires were mounted on different machines on display at OEs' stands throughout the fairgrounds. This outstanding number of machinery shod with ATG tires establishes the Group's credibility, acceptance and standing in today's competitive Off-Highway-Tire market.



FarmPRO Radial 85

During the SIMA 2011 show, ATG exposed its recently developed new Alliance FarmPRO Radial 85 tire series. The first sizes release included:

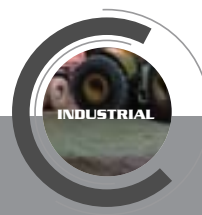
- 280/85 R24
- 340/85 R24
- 380/85 R24
- 460/85 R24
- 320/85 R28
- 340/85 R28
- 380/85 R28
- 420/85 R28
- 420/85 R30
- 460/85 R30
- 420/85 R34
- 420/85 R38
- 460/85 R38
- 520/85 R38

The FarmPRO 85 R-1W is characterized by:

- ▶ Multi-angle lug
 - Steep angle in center for smooth ride, long wear and mud clearing
 - Shallow angle at shoulder for traction
 - Improved hillside stability
 - Highly versatile, modern design
- ▶ Pads between the lugs are like mud breakers
- ▶ Reinforced lug and bead areas
- ▶ Improved tread compound
- ▶ Full R-1W tread depths



More of ATG tires mounted on machines throughout the show.



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 90 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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