

**Alliance Europe BV Opens a New Office in the Netherlands**

1 December 2009 - Alliance Tire Group is pleased to announce the inauguration of Alliance Europe's new office in Halsteren, The Netherlands.

As the European market is Alliance's largest market, the Group has decided to significantly invest in upgrading its ability to answer its current and future clients' needs. After the Group has reinforced its sales, marketing, and technical support team by recruiting seven new experts, it has also opened the new Alliance Europe BV office.

This move facilitates the Group's ability to provide excellent customer support and sales services to its European business partners. The new office is well positioned to ensure improved responsiveness and to serve the market quickly and reliably.

Mr. Angelo Noronha, Alliance Tire Group Vice President Marketing said: "Part of our mission is to expand our worldwide sales & support teams and establish long term partnerships to ensure customer's satisfaction. Expanding our presence in the European market and opening the new Alliance Europe BV office in the Netherlands demonstrate our determination to keep this commitment and to improve the range and quality of the services we provide. "

**Contact Details of the new Alliance Europe BV office:**  
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**About Alliance Tire Group**

Alliance Tire Group is a global leader, specialized in the development, manufacture and sale of advanced Agricultural, Forestry, Construction & Earthmover tires worldwide.

Alliance serves clients in more than 90 countries and offers a full spectrum of products, from basic entry-level tires to a broad range of superior quality value-added products. Alliance's tires are being developed and tested at its advanced R&D center. For our online catalog and for more details please visit: [www.alliance-tire-group.com](http://www.alliance-tire-group.com)

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