



ATG at Automechanika 2013, Dubai

June 18, 2013 - ATG successfully participated in the Automechanika 2013, Dubai. The show is known to be one of the largest and prestigious exhibitions in the Middle East.

With a high range of exhibitors and large number of visitors the show was an optimal showcase for the tire industry.



ATG Stand at AUTOMECHANIKA

With a wide selection of its advanced Industrial and OTR tires, ATG was exhibiting for the first time in the Automechanika. Tires exhibited at the ATG stand included:

1. Galaxy Super High Lift : 15.5/80-24 for Telehandlers
2. Galaxy Beefy Baby III : 12-16.5 for Skidsteers
3. Alliance 321 : 12.5/80-18 for construction machinery
4. Galaxy Giraffe XLW : 14.00-24 for Telehandlers
5. Galaxy Jumbo Hulk : 16.9-28 for Backhoe Applications
6. Galaxy Portstar Plus: 18.00-25 for Port Applications



The new PORTSTAR PLUS



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.

ATG was the Bronze sponsor for the event and enjoyed strategically located promotion in and outside the hall, which caught a lot of eyeballs during the show.



This was the first time ATG participated at the Automechanika, and the response received was very encouraging and favorable. We had a lot of inflow of existing customers as well as potential customers. The sponsorship done too had a positive impact and has definitely helped increase the brand recall.



Main entrance sponsoring poster – One of the ATG eye-catching promotional items across the show.

Regional offices :

ATC Tires Pvt. Ltd.

Tel: +91 22 3957 9600 Fax: +91 22 3957 9699

Alliance Tire Europe BV

Tel: +31 (0) 164 676 270 Fax: +31 (0) 164 676 289

Alliance Tire Americas Inc.

Tel: +1 877 978 4737 Fax: +1 888 371 6195

Alliance Tire Africa (Pty) Ltd.

Tel: +27 41 3651097 Fax: +27 41 3653304

Media Contact: contact@atgtire.com

Offices & representatives

Argentina • Australia • Brazil • Canada • France • Germany • Iberia
Israel • Italy • Scandinavia • South Africa • The Netherlands • USA