



## ATG at BC INDIA BAUMA CONEXPO 2013

March 31, 2013 - Alliance Tire Group successfully participated in the BC INDIA BAUMA CONEXPO 2013, one of the largest and most prestigious exhibitions for Construction and Material Handling Industries. The exhibition took place in Mumbai from 5th February 2013- 8th February 2013

Showcasing ATG's innovative Industrial and OTR tires, ATG presented a selection of 12 tires especially targeting the country specific requirement. A steady mix of well known tires coupled with some of ATG's latest tread designs attracted a high number of visitors in the stand.



The notable tire sizes which got displayed were 23.1-26, 16.9-28, 12.5/80-18, 9.00-16, 14.00-25, 18.00-25, 12.00-24, 17.5-25, 14.00-24, 10.00-16.5, 12.00-16.5 & 16.9-30

During the show, ATG exhibited its new 18.00-25 Portstar Plus specially designed for heavy duty container handling application. The extra deep E-4.5 tread is the highest in this segment, which leads to extra life and longer wear, providing more performance and value for money.



The new PORTSTAR PLUS

Representatives from leading OEs visited ATG stall and some constructive meetings were held. Also representatives from notable Port Contractors visited the stall, had a close look at the new port tire and held fruitful business meetings.

In addition to the tires exhibited at the ATG booth, the GALAXY 10.00-16.5 could also be found mounted on the Case New Holland (CNH) Skid steer Loader.

Mr. Dhaval Nanavati, President- Strategic Initiatives said: "We were happy to see the response generated through this exhibition and the level of awareness of ATG brand among the population who attended the show. The high number of meetings held at our stand represents the progress of ATG and gives a strong indication of future of ATG in the relevant niches and industries".



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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