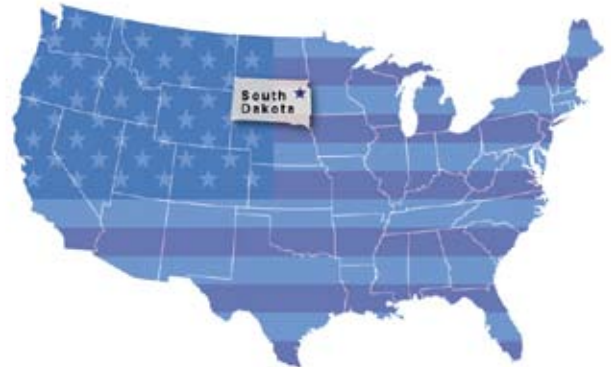


SUCCESS STORY



MUDDY HARVEST SEASON SAVED BY TIRES

Bob Johnson farms 1,000 acres (400 ha) of corn and soybeans near Milbank, South Dakota in the U.S.A. The 2009 harvest season was unusually wet, and he and other farmers in the area were worried that their combines would get stuck in the deep mud. Duals were a costly option, but Johnson needed new tires – ideally, tires that would fit on his existing 30.5-inch rims – fast.



Bob Johnson (left) explains to Twin Valley Tire co-owner Brendan Van Sambeek (middle) and Alliance Tire Engineering Director Mike Aguon how his Alliance Agri-Star 375 Radial R-1W tires enabled his combine to operate exceptionally well in wet fields during last fall's harvest season.

"We were combining in conditions that my father hadn't seen in his lifetime, and we needed some new tires for our Case International combine," Johnson says. "There were no dual to be found – everybody was looking for something to help get them through the mud. I saw the Alliance Agri-Star 375 Radial R-1W tires at Twin Valley [his local tire retailer] and liked the deep lugs and wide footprint.

"They got the **Alliance Agri-Star 375 Radial R1-W size 900/60R 32** in very quickly and we were out in the field harvesting in conditions you couldn't even walk in – it was so slippery and slimy out there," he says. "Twin Valley and the Alliance tires really came through for us."



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 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.

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: +1 800-343-3276. Fax: +1 781-321-1688

Alliance Tire Africa (Pty) Ltd.

Tel: 27 41 3651097. Fax: 27 41 3653304

Media Contact: contact@atgtire.com

Regional offices & representatives

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

ALLIANCE | GALAXY | PRIMEX

www.atgtire.com