



## ATG - well represented at EIMA 2012

November 25, 2012 – ATG (Alliance Tire Group) successfully exhibited at the EIMA 2012 International Agriculture Exhibition, in Bologna, Italy. A high number of visitors stepped into the Group's stand, and business meeting with local and international dealers, OE customers and commercial representatives were held.



The group exhibited a selection of ten advanced agricultural and agro-industrial tyres, including:

- Alliance FarmPRO, tractor radial tyre
- Alliance FLOTRUCK 382 high-speed flotation radial tyre.
- Alliance Agri-Star 376 harvester tyre 1050/50R32
- Alliance Dual Master 528 radial for excavators
- Galaxy Giraffe XLW telehandlers tyre

While showcasing tyres in its stand, the Group also enjoyed a broad representation across the show. Many of ATG's tyres were mounted on different machines on display at booths throughout the fairground. A-350 Row Crop tyres on sprayers, radial tractor tyres on different agriculture vehicles, and flotation radial tyres on wagons and spreaders.

Merlo, one of ATG's premier customers displayed the innovative and pioneering use of Flotation tyres on telescopic handlers. This new machine, on display as the centrepiece at the Merlo stand, was installed with 600/55-26.5 12PR Alliance 331 flotation tyre.

Yogesh Mahansaria, ATG Group CEO said: "Our presence and growth in the Italian market is well maintained. We were satisfied to see the growing number of ATG tyres presented on different machines around the show. Our Italian team, backed by the Alliance Europe BV team, is dedicated to fortifying our reputation as a leading provider of advanced tyres in Italy and across Europe."



A growing number of ATG's tyres were seen on different kinds of machines at OEMs' stand.



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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