

ATG at EXCON 2013, Bengaluru.

November 20th 2013, Bengaluru, India - Alliance Tire Group's (ATG) successfully participated at EXCON 2013, one of the largest and most prestigious exhibitions for Construction and Material Handling Industries, in the South East Asia. Excon boasts of 625 participating companies spread across 7 country pavilions and 220000 sq mtrs and a foot fall of over 35000 business visitors. The exhibition took place in Bangalore from the 20th -24th November 2013.

Showcasing Alliance's innovative Industrial and OTR tires, ATG presented a selection of 6 tires especially targeting the country's 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.



Alliance has a wide range of products that plies on various parts of the globe, out of the range the notable tire sizes which got displayed were 10-16.5, 10-16.5, 16.9-28, 12.5/80-18, 20.5-25 & 23.1-26

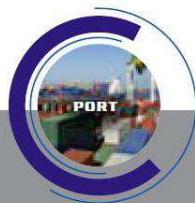
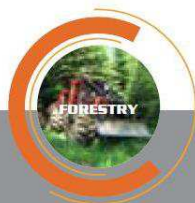
In addition to the tires exhibited at the ATG booth, few of the top OEM's endorsing the Alliance and GALAXY brands were Volvo, Atlas Copco and Case. While Volvo and Atlas Copco used the Alliance branded tires on their machines (Alliance

Compactor R3 and Alliance 329 respectively), Case had the Galaxy XD2010 10.00-16.5 mounted on the Case SR150 Skid steer.



Representatives from leading OEMs visited ATG stall and appreciated our range, some constructive meetings took place.

Mr. Ketan Buch, Asst Vice President, Sales, stated "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. "



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.

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