



ATG's presence felt at INTERMAT MIDDLE EAST.

January 15th 2014, Abu Dhabi - Alliance Tire Group (ATG) successfully participated at INTERMAT MIDDLE EAST 2014, one of the major exhibitions for Construction and Material Handling Industries, in the region. Being only the third edition of the show, the footfall on the whole was good and the size of the show has graduated in proportion over the previous editions. The exhibition took place in Abu Dhabi, the capital of UAE from the 14th -16th January 2014.

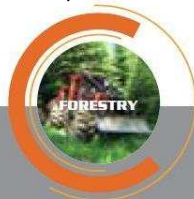
Showcasing Alliance's innovative Industrial and OTR tires, ATG presented a selection of 7 tires especially targeting the country's specific requirement. A steady mix of well known tires coupled with some of ATG's latest tread designs attracted a high number of visitors in the stand.



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 Galaxy Super High Lift 15.5/80-24, Galaxy Hulk 10-16.5, Alliance 321 12.5/80-18, Galaxy Giraffe XLW 14.00-24, Galaxy Super Industrial Lug R4 16.9-28, Galaxy Port Star Plus 18.00-25 and Galaxy EXR300 20.5-25.

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

During our conversation with Mr. Ketan Buch, AVP Sales, it was stated "We are happy to be present at this exhibition and pleased to see 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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