

ATG at INTERMAT 2012
A first exposure to three new Alliance tire series

May 10, 2012 – ATG (Alliance Tire Group) successfully exhibited at INTERMAT 2012, one of the largest and most prestigious international biennial exhibitions for the construction and material handling industries. The exhibition took place in Paris, France and spans hundreds of exhibitor from around the globe.

Showcasing ATG's innovative industrial and OTR tires, the Group presented a selection of 13 industry leading tires. The mixture of well reputed tires together with some of ATG's latest tread designed attracted a high number of visitors into the stand, and business meeting with local and international dealers, OE customers and commercial representatives were held.

During the show ATG exposed, for the first time, some of its recently developed tread patterns, such as the Alliance MULTIUSE 655 winter OTR radial tire, Alliance 624 all-steel radial tires series for telehandlers and excavators, and the Alliance Dual Master 528 which is bringing an innovative approach to dual-tires configuration for excavators.

ATG Tires at the booth also included known patterns such as the Alliance MULTIUSE 550, Galaxy Giraffe XLW, Alliance 650 all-steel OTR radial tire, Galaxy Beefy Baby R-4 skid steer tire.

In addition to the tires exhibited at the ATG booth, many other of ATG tires were mounted on excavators, skid steers, trailers, graders and other construction vehicles throughout the fairground.

Angelo Noronha, Group VP Sales and Marketing said: "We were happy to see the growing number of ATG tires presented on different machines across the show, and proud to realize that a number of leading OEs chose Alliance tires to be mounted on machines performing live demos on site. The high number of meetings held at our stand represents the progress of ATG's penetration and establishment in the relevant niches and industries".



PRESS RELEASE
For Immediate Release



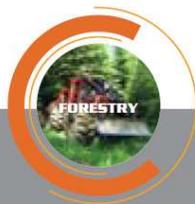
MECALAC's machines in live demo



Alliance 390 HD on a trailer



Galaxy tires on a Case skid steer



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 90 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.

Headquarters:

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: +1 877 978 4737 Fax: +1 888 371 6195

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