

ATG Was Widespread at French Farm Shows

September 30, 2010 - By the beginning of September, the Alliance Tire Group (ATG) participated in two important shows in France: Innov-Agri, a biennial agriculture show in Outtarville, and the SPACE 2010 show, one of the largest shows in western France for livestock and agricultural machinery.



ATG's stand in Innov-Agri

ATG presented its variety of advanced agricultural tires. Among them were tires from the company's well-known models, showcasing the company's long history as an innovator in radial farm tire engineering and high-performing tire construction. Tires at the booth included the A-350 Row Crop, A-365 Radial Tractor, A-375 Radial Combine and A-380 Flotation Radial. ATG also enjoyed the opportunity to exhibit some of its more recently developed series such as the A-388 Flotation Radial and the A-550 Multi-Use.

Both shows were important showcase platforms for hundreds of exhibitors, and attracted thousands of visitors.



Hosting guests for lunch at the Alliance stand. Standing in the middle: Mr. Francois Girard.

In addition to the tires in the Alliance booth, dozens of ATG tires were mounted on different machines on display at booths throughout the fairgrounds. There were more than 130 Alliance

tires on machines at the SPACE 2010 show and over 180 ATG tires were mounted on 55 different machines at the Innov-Agri show.



Alliance 710/70R38 178A8 A 360 tires on a Sodimac spreader, SPACE 2010

Yogesh Mahansaria, CEO of ATG, said: "We were delighted to see the growing number of ATG tires presented on different machines around the show. This is a definitive proof of the broad recognition our tires have gained in the French market during years of tire development, quality assurance and customer service."

Our French sales & marketing people, backed by the entire Alliance Europe BV team, are dedicated to fortifying our reputation as a leading provider of advanced tires."



Alliance tires installed on an AGRIFAC machine at the Innov-Agri show

ATG's participation in both shows was done in cooperation with SOCAH, a large distributor of ATG's tires in France and a long-time business partner of the group.



Alliance 20.8 R 42 155A8 Design 356 on a Pommier Hybride 7500 at the Innov-Agri 2010



Alliance 600/40-22,5 12 PR A331 on a Schaffer agro-industrial machine at SPACE 2010



About Alliance Tire Group

Alliance Tire Group specializes in the development, manufacturing, and marketing tires for Agriculture, Forestry, Construction, Industrial, Earth Moving, and OEM applications under 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.

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