



ATG at REIFEN 2012

A successful participation and new tires exposure

June 2012 - ATG (Alliance Tire Group) successfully participated at the REIFEN 2012, the international tire show in Essen, Germany. A prime selection of tires was on display at the Group's stand, featuring recently developed specialized tread patterns to meet modern machine's operational requirements.

An outstanding high number of visitors from around the globe were stopping by at the ATG stand, underlining the Group's leading international position in the Agriculture, Forestry, and Construction tire markets. Participation of key channel partners, OE customers, commercial representative at the REIFEN show, truly marked the show's success. Also we had journalists from more than 30 countries visiting our stall to understand the group's product portfolio, operations and its position as a rapidly growing global leader in off highway tires.

During the REIFEN show, the Group showcased its recently developed tread patterns: Alliance 528 Dual Master, with innovative sidewall design for 'Dual Wheel' application in wheeled excavators, Alliance MULTIUSE 655 winter OTR tire, specifically designed to handle snow, ice and loose sandy terrain, and the Alliance 624 Radial for excavators. The Group also exhibited a few of its well established flagship products such as:

- Alliance, MULTIUSE 550
- Alliance, Series 390 Flotation Radial
- Alliance, Series 376, a combine tire
- Galaxy, GIRAFFE XLW, for Telehandlers

Yogesh Mahansaria, Group CEO said: "As a rapidly growing Group, ATG enjoys an established global presence. This was well demonstrated at the REIFEN exhibition by the high number of existing customers visiting the stand during the show to understand the group's existing and future business strategy. Footfall of potential customers across globe was very high who were very keen to join hands with our group"

The next big show ATG will take a part in is EIMA International Expo, one of the world's largest fairs for agricultural machinery and equipment, 7-11 November 2012, Bologna, Italy.



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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