

## ATG Was Widespread at SIMA 2013

March 04, 2013 – ATG (Alliance Tire Group) successfully exhibited at SIMA 2013, a biennial International Exhibition dedicated to Agriculture equipment and technologies, in Paris, France.

While presenting a selection of its advanced agricultural and agro-industrial tire range, ATG unveiled five new designs, showcasing the Group's innovative tire engineering approach, and its ability to manufacture high-performing tires.



ATG' 115m<sup>2</sup> stand at SIMA 2013. New tires were displayed at the front of the stand

The newly developed tire patterns include:

- Alliance IF Row Crop 550 MULTIUSE, size IF 380/90R46, for self-propelled sprayers built for high-speed on-road applications, operating between farms, as well as for optimal performance in the field. This new and unique pattern is the first of its kind in the industry and represents the vision of modern agriculture methodology.
- Alliance AGRIFLEX 354 Row Crop, size IF 480/80R50, for sprayers and row crop tractors. This modern tire is designed to enhance the performance of machines tending row crops. It is engineered to carry higher load at lower air pressure, providing for superior footprint and better flotation resulting in minimal soil compaction



Alliance AGRIFLEX 354 Row Crop IF



New Alliance tires at the ATG stand. The Alliance Row Crop 550 is in the middle.

- Alliance AGRIFLEX 372 VF 600/70R28 is engineered for modern combine harvester machines is designed to operate at higher load capacity and by keeping width restrictions imposed on tires as per ETRTO.
- Alliance MPT 396 High-Speed tire, size 600/50R22.5, designed for high speeds of up to 100 KM/h on the road, similar to truck tires, and at the same time to meet all strict regulations of working in agricultural fields.
- Galaxy Muddy Buddy, size 10-16.5, a premium skid steer tire, designed specifically for challenging conditions skid steer operators face while working on slushy and muddy surfaces.

IF series Row Crop, IF series Multiuse Row Crop, and the VF tires offer the superior benefit of working with higher tire deflection providing up to 20% to 40% higher load capacity for the same inflation pressure as compared to a standard radial tire. These tires can operate on low air pressure and also provides benefit of low soil compaction.

A very high number of visitors stepped into the Group's stand at the SIMA 2013 show, and dozens of successful business meeting with local and international dealers, Original Equipment customers and commercial representatives were held during the five days of the show.

In addition to the tires displayed at the ATG stand, a record number of over 360 of ATG's tires were mounted on different machines at 55 OEs' stands throughout the fairgrounds. Dozens of flotation radial tires were shown on wagons, trailers, and spreaders, as well as many A-350 Row Crop tires on sprayers. A high number of radial tractor tires were mounted on different agriculture vehicles. The outstanding number of machinery equipped with ATG's tires, reflects a growing trend of leading OEs who recognized the superior quality, and benefits of the Group's tires.



*16 journalists attended the ATG press event on the third day of SIMA 2013. Newly developed ATG tires grab the attention of the media.*



*Over 200 guests arrived to ATG's traditional cocktail event at the Group's stand.*

Yogesh Mahansaria, CEO of ATG commented: "We were delighted to see the record number of ATG tires mounted on so many kinds of machines across the fair ground. ATG is a rapidly growing Group, and our well established presence in the European market was once again demonstrated at the SIMA show. The high numbers of meetings held during the show, together with a number of agreements closed with major OEMs, who are highly interested in our quality tires, fortify our strong position in the market.

Our innovative approach was well demonstrated by the state-of-the-art new patterns exhibited at the show. All were designed at our R&D centers, using cutting edge technologies, and have gone through comprehensive lab and field testing. We intend to complete the IF & VF tire series range in the coming times, fortifying our position as an innovative market leader for off highway tires."

## 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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