

PRESS RELEASE



ALLIANCE TIRE GROUP & SOCHA'S successful partnership at SITEVI 2011, Montpellier, France.

Mumbai, December 2011 - SITEVI exhibition held at Montpellier, in the south of France from 29th November to 1st of this month had a good turnout of participation from the machine and tyre industries.

SITEVI 2011 is a leading international event in the wine & fruit and vegetable sectors with a fifth of visitors coming from over 48 countries, more than 800 exhibitors representing various nationalities participated in this three day event. There were 50000 business visitors during the fair.

THE event offers an exhaustive range of products and services to meet a complete range of needs. This year, the emphasis was placed on developing the range of fruit and vegetable products and services on show, along with olive-growing, irrigation, renewable energies, and lastly packaging, packing and handling. SITEVI is also the leading event for the wine-growing industry as a whole (environmentally-friendly and organic wine-growing, biodynamic agriculture, bulk packing, bottling, export, and more).



ATG's stand at SITEVI 2011

ATG's stall at the event showcased the row crops tyres (A350 Narrow Radial), small sizes in A370 and A356, the Alliance FarmPRO radial tyres and the grassland implement range with A332 and A221. Also showcased were the 550 Multiuse Industrial tyre and 380 Radial flotation design.

The tyres generated a lot of interest in the farmers who visited the stall. The various aspects such as traction, stability, soil compaction, lower fuel consumption and longer life offered by the Alliance brand was appreciated by all.

France is one of the largest producers of wine in the world, thus has a significantly large market for machines and incidentally the tyres for those machines. The French vineyards are mechanized and use many machines, most of which are custom built for the industry are used on daily basis. The fruits and vegetables markets are also significant and have really high degree of machine usage.



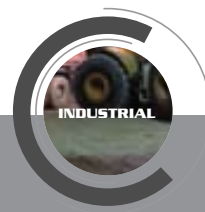
Mr. Francois GIRARD, ATG's Commercial Representative in France

Many machines displayed in the show had ATG Brands, Alliance and Galaxy fitted on them. Some notable brands to be fitted with ATG's tyres are popular tractor brands like Lamborghini (R1.55), BCS Vithar (850), Ferrari (Vega 85) and New Holland (T475). Speciality equipments and trailer manufacturers like Deves, Bargam, Nicholas, Berthoud and OV Tract also had their machines with ATG's tyres.

The participation in the event proved to be a good success for ATG as it was the perfect medium to reach out to our potential customers in the lucrative wine growing region of France.



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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.

Regional offices :

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

Offices & representatives

Argentina • Australia • Brazil • Canada • France • Germany • Iberia
Israel • Italy • Scandinavia • South Africa • The Netherlands • USA

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www.atgtire.com