

Press Release Note

3rd -5th June 2014, Dubai:

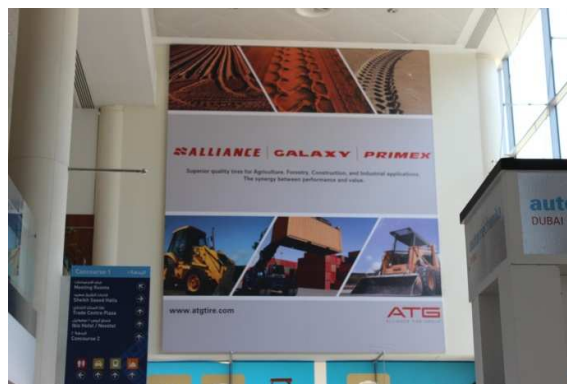
With a wide selection of its advanced Industrial and OTR tires, ATG was exhibiting for the second time at the Automechanika Dubai 2014, the largest international trade exhibition for the automotive aftermarket in the Middle East, Indian Subcontinent and Africa.

EVENT HIGHLIGHTS:

- 1) 1,695 exhibitors from 59 countries
- 2) More than 22 country pavilions
- 3) 47,547m2 of exhibition space
- 4) More than 25,000 visitors

List of tyres displayed by ATG at Automechanika Dubai 2014

- 1) Galaxy Super High Lift: 15.5/80-24
- 2) Galaxy Giraffe: 15.5-25
- 3) Galaxy Hulk L-5: 10-16.5
- 4) Galaxy Portstar Plus: 18.00-25
- 5) Alliance 533: 16.9-28



ATG's stand at Automechanika

ATG was the Bronze sponsor for the event and enjoyed strategically located promotion in and outside the hall, which caught a lot of eyeballs during the show.

Mr. Ketan Buch, Asst Vice President, Sales, stated "This was ATG's second participation at the Automechanika, and the response received was very encouraging and favorable. We had a lot of inflow of existing customers as well as potential customers. The sponsorship done too had a positive impact and has definitely helped increase the brand recall"

ATG

Alliance Tire Group specializes in the development, manufacturing, and marketing of 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 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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