

Alliance Tire Group: Next level factory for next level tires

New state-of-the-art manufacturing site in Dahej, India | Proximity to ultra modern deep water cargo port saves time for transportation to Europe | Phase I output of 90 MT/day – 160 MT/day scheduled for the end of 2016 | Comprehensive system and product certification | Zero discharge environmental standards, strong corporate social engagement | First group visit from Europe

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ATG, the fastest growing OHT manufacturer in the industry, has opened a new state-of-the-art tire factory in Dahej, India. With its excellent infrastructure via rail, road and air traffic, and its close proximity to the ultra modern deep water multi cargo Dahej port, the location of the new plant ensures optimum connectivity. Direct vessels sail to Europe-based ports in 18 to 22 days, thus considerably shortening transit time.

Latest manufacturing technologies as well as high environmental and social standards are some of the key features of this plant. Current capacity is 33,000 tons per annum, which will reach 57ktpa by end 2016. "When planning and setting up our new manufacturing site, state-of-the-art technology, high environmental standards and corporate social engagement were equally important. With our own effluent and sewage treatment plants and an Electrostatic Precipitator (ESP) in the plant's boiler, we decided to go for zero discharge. At the same time, we strongly support a local school to assist the next generation on their way towards a good future", explains Yogesh Mahansaria, founder and chief executive of Alliance Tire Group.

Investments in the future

About 150 MUS\$ will have been spent until the completion of phase II, when a daily output of 160 metric tonnes (MT) will be reached by the end of 2016. On a total of 433,000 square metres, the built-up area of the plant covers about 112,000 square metres. "As part of our absolute quality approach, latest machines and technologies are used on the Dahej manufacturing site. This includes several highly automated steps and control systems which ensure uniform top quality all along the manufacturing process", explains Mahansaria.

During the initial production phase, tires for tractors, harvesters, implements, sprayers and balers will be produced in the new Dahej plant. In addition to these agricultural tires, however, also the industrial and construction sector will be able to benefit. Tires for skid steer and backhoe loaders, telescopic handlers, soil compactors and excavators are produced at Dahej already. Special tires for forestry equipment such as logger skidders or harvesters and port as well as mining vehicles are to follow in the next expansion phase. In addition, the production of All Steel Radials will commence in the new plant in 2016 with the objective of delivering about 50,000 OTR All Steel Radials per year from the end of 2016 onwards.

Thorough testing for optimum quality

The new Dahej plant comes with intensive own testing facilities. "If you want to deliver top quality products, testing must commence at the level of incoming raw materials", Yogesh Mahansaria points out. "That's why we have a very rigid 'incoming raw material testing and approval system' as well as a subsequent in-process material testing and approval scheme. Once the tires are manufactured, we intensively test and validate our products. This includes endurance, plunger and burst features, for example."

The new manufacturing site in India received system and product certification according to ISO 9001:2008 QMS, ISO 14001:2004 EMS, and OHSAS 18001:2007, all three by TÜV Rheinland, as well as the Product "E" marking by VCA, UK. All these certifications were acquired in September 2015. "Producing innovative and reliable high performance OTR tires of maximum quality is one of our claims – and taking responsibility for society and environment is another. Both elements are key characteristics of ATG's business approach", concludes Mahansaria.

A first group of European distributors already paid an inspiring visit to the new plant in late September / early October last year. The group included 41 participants from 24 distributors representing Benelux, Bulgaria, Denmark, France, Germany, Greece, Italy, Lithuania, Norway,

Portugal, Romania, Russia, Slovakia, Spain, Sweden, Ukraine and the United Kingdom. The guests could see for themselves how efficient production and high environmental standards are effectively implemented in the new production site.

About ATG

With nearly 60 years of experience, the Alliance Tire Group specializes in the design, development, manufacturing and marketing of Agriculture, Forestry, Construction, Industrial and Earthmoving tyres under Alliance, Galaxy and Primex brands.

ATG serves customers in 120 countries, across 6 continents and offers a full spectrum of products, from basic entry-level tyres to a broad range of superior quality value-added products. All of the Group's tyres are designed, developed and tested at its advanced R&D centers around the world.

**Press-contact:
Francesca Motta**

PR & Media Manager | Alliance Tire Europe BV | A member of the Alliance Tire Group.
Mobile: +31 (0)611035627 | E-mail: fmotta@atgtire.com | Site: www.atgtire.com