

## **Peter Baur appointed President Europe at Alliance Tire Group (ATG)**

*World leader in Off Highway Tyres (OHT) further strengthens its Europe team with appointment of new president.*

**23.02.2015 | Halsteren, The Netherlands**

Peter Baur has taken office as President Europe of ATG (Alliance Tire Group), a world leader in design and manufacture of Off Highway Tyres (OHT), starting from 9<sup>th</sup> February 2015. Thus this year's SIMA in Paris does not only provide the stage for a firework of innovative ATG tyre solutions but also marks a new era for ATG's presence on the European market.

"We are more than happy to welcome Peter Baur at ATG Europe. With the broad experience of 29 successful years as Executive Member of the Board of Directors & CEO of EDE International AG, Zurich, as COO, Executive Vice President Sales and Marketing (Germany and Luxemburg) at Rexel Deutschland GmbH, as Member of the Management Board at Hilti Deutschland GmbH and other responsible positions, Peter Baur will take over responsibility and further develop our strong distributor network and client base as well as the strong relationships with our OE partners", says Yogesh Mahansaria, Founder and CEO of Alliance Tire Group.

Peter Baur graduated in Business Administration and did post graduation studies in Business Law at the University of St. Gallen, Switzerland. He has also completed an Executive Programme at the University of Chicago Graduate School of Business and Electrical Engineering at the University of Applied Science in Baden, Switzerland.

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### 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.

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