



# PRESS RELEASE FOR IMMEDIATE RELEASE

## ATG at Tyrexpo – Africa 2014

March 6<sup>th</sup> 2014, Johannesburg, South Africa - Alliance Tire Group (ATG) successfully participated at Tyre Expo Africa 2014, one of the largest and most prestigious exhibitions in the African continent.

The 6<sup>th</sup> Edition of the 'Tyre Expo Africa' show held at Johannesburg from 4<sup>th</sup> - 6<sup>th</sup> March 2014 showcased over 134 exhibitors from around the globe.

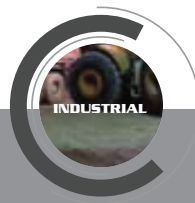
This was the first time ATG participated at the Tyre Expo Africa, and the response received was very encouraging and favorable. We had a lot of inflow of existing customers as well as potential customers. The sponsorship done too had a positive impact and has definitely helped increase the brand recall.

The ATG booth showcased the King of Coal, Galaxy Double Width Lug, Port Star Plus, Alliance Agro Forestry R1, Galaxy Hulk & Super Severe Mine Slick.



Mr. Ketan Buch, Asst Vice President, Sales, stated "This being the first time we have participated at this show, we have seen a favorable response. We look forward to seeing a transtion of footfall to sales.

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."



## 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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