

## ATG at AGRITECHNICA 2013, Germany

November 20, 2013 – Over 2900 exhibitors from 47 countries took part at AGRITECHNICA 2013, the world's leading international exhibition for agricultural machinery and equipment, and over 450,000 visitors from around the globe had a chance to have a close look at ATG's latest tire technology at the show.

ATG (Alliance Tire Group) successfully exhibited at AGRITECHNICA 2013, and unveiled six new tire series, gaining overwhelming response from walk-in visitors, international dealers, and world leading Original Equipment Manufacturers.



"Developing and providing advanced tire technology to front end agricultural machinery is a prime mission for us. We bring the perfect solutions for faster, heavier, and powerful new agricultural equipment" said Angelo Noronha, Chief of Sales & Marketing at ATG. "The new series we introduced at AGRITECHNICA represents our strong leadership in tire technology"

Six newly developed tire patterns introduced at the show by ATG include:

1. Three new 'AGRIFLEX IF' technology designs for row crop machines, sprayers, tractors and combine harvesters:
  - The AGRIFLEX 354 IF, a row crop tire designed with R-1W lugs.
  - The AGRIFLEX 363, a radical new design with directional block-pattern which blends the characteristics of an on-road and off-road tire into one tread design.
  - The AGRIFLEX 372 IF, A radial tractor drive tire designed for modern high horsepower tractors, and harvesters.



The AGRIFLEX patterns are steel belted radial tires, designed to carry 20% more load with standard air pressure, or carry a standard load with 20% lower air pressure. The lower air pressure along with high flexing sidewall increases the tire's footprint area significantly, reducing ground pressure.

2. Alliance 396MPT, an All Steel High Speed (Up to 100Km/h) Flotation Radial Tire. A new revolutionary technology from Alliance combines high flotation, mobility, and traction in the field, together with high speeds, stability comfort on the roads.
3. Alliance 393 Agri-Transport flotation radial, in size 35.5LR32 (900/65 R32). This large-volume tire is designed for trailers, wagons, tankers and manure spreaders. It combines the best characteristics of flotation tires with advanced construction of radial plies.
4. Galaxy Garden-Pro, a unique tire specifically engineered for small tractors used in gardening, orchards, and vineyards. It is a mixed-service radial tire, and features nearly 50 per cent greater tread depth than the typical R-3 tire, and with a 49:51 per cent solid-to-void tread ratio is substantially more than the typical R-1 or R-4 tires.



In addition to the tires displayed at the ATG stand, a record number (nearly 450) of ATG tires were mounted on different machines displayed at world leading OEM stands throughout the fairground.



Dozens of flotation radial tires were seen on wagons, trailers, spreaders, and excavators. Many Row Crop tires, including the new Alliance 'AGRIFLEX IF' tire could be seen on sprayers, and a significantly high number of radial tractor tires were mounted on different agriculture vehicle and Tillage equipments.

The outstanding number of machinery equipped with ATG's tires, reflect a growing trend of world class OEs who recognize the superior quality and benefit of the Group's tire range.

Yogesh Mahansaria, Group CEO said: "ATG is a rapidly flourishing Group, and our well established presence in the European market has once again been demonstrated at this show. We are proud to see the record number of ATG tires mounted on machines across the fair ground.

Our innovative approach was very well demonstrated by the state-of-the-art new patterns exhibited at the show. It is a reflection of the Groups growth and progression."



Amazone Cirrus 3003 Compact seeder equipped with the specially developed Alliance Matrix tires.



Press conference held during the show. Over 26 journalists from all over Europe were introduced to the Group's new developments and vision.



## ATG

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.

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