



PRESS RELEASE FOR IMMEDIATE RELEASE

ATG at FIMA Agricola, Zaragoza 2014

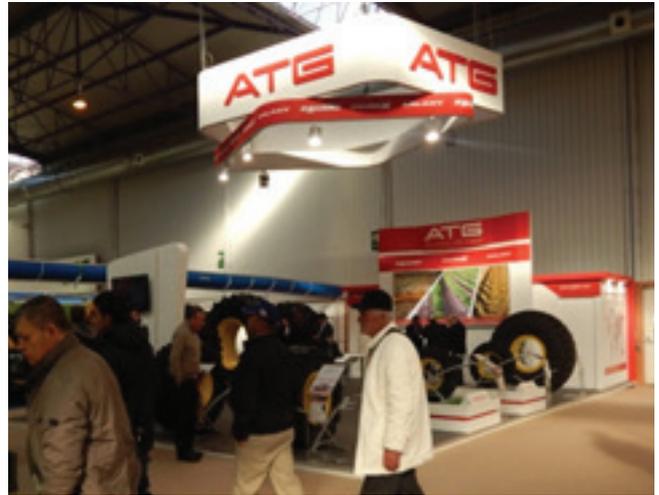
February 15th 2014, Zaragoza, Spain - Alliance Tire Group (ATG) successfully participated at FIMA Agricola 2014, one of the largest and most prestigious exhibitions for the agricultural sector, in the European Union.

The 50th Anniversary Edition of the 'FIMA Agricola' show held at Zaragoza from 11th -15th Feb 2014 showcased over 1250 exhibitors from around the globe. This was the first time ATG made its presence felt by participating with its own space and exhibiting nine of its latest technological offerings.

The Alliance booth was strategically located in the exhibition with many big OEs like Claas, Landini, New Holland, JCB at close proximity. Many of the leading OEMs had ATG's tire displayed on at least one of their equipments.

ATG's direct participation in FIMA helped enhance its presence in the Iberian market, along with other European nations, which was evident during the conversation with the various customers and distributors of the region. With a strong marketing activity and strategic placement of Flag, Banners and media ads (exhibition map and fair guide book), the footfall and brand recall was high.

The ATG booth showcased the IF technology Agri Flex 372 & 363, the High speed flotation MPT 396, 885 & Farm-PRO from the agriculture range, Garden Pro for the Turf application, Port Star Plus for the ports and the Hulk for skidsteer application.



Mr. Angelo Noronha, Chief Sales & Marketing, stated "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. We intend to complete the IF & VF tire series range in the coming times, fortifying our position as an innovative market leader for off highway tires.

ATG is a rapidly growing Group, and our well established presence in the European market was once again demonstrated at the FIMA show. The high number of meetings held at our stand represents the progress of ATG and gives a strong indication of future of ATG in the relevant niches and industries. "



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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