

FOR IMMEDIATE RELEASE



## **ALLIANCE TIRE GROUP (ATG) TO HOST PRIVATE MARSHALL TUCKER BAND CONCERT AT SEMA**

**Guest tickets available to friends of the industry through event website**

WAKEFIELD, Massachusetts (September 22, 2016)—The Alliance Tire Group (ATG) is rocking SEMA and the Global Tire Expo by hosting a private concert featuring the legendary Marshall Tucker Band. Courtesy tickets for the show—which will be held Wednesday, November 2 at 8:00 pm at the Hard Rock on the Las Vegas Strip—are available online now and going fast at <http://mtb16.atgpromos.com>.

The Marshall Tucker Band show is ATG's second exclusive SEMA concert. Last year, the band Kansas proved that they can still bring the house down to ATG's enthusiastic audience of partners, customers and friends of the OTR tire industry.

"This is our way of thanking our channel partners and our other friends in the industry for all their support of the Alliance, Galaxy and Primex brands all year long," says Bruce Besancon, Vice President of Marketing for Alliance Tire Americas. "Everybody goes the extra mile all year long making sure customers get the right tires for every challenge in the field, and they work hard all week at SEMA gathering the latest industry information. It's great to have a chance to relax and enjoy great music and great people when we're together in Vegas for SEMA."

Online registration will be available only until capacity is reached, and space at the Hard Rock is limited. Admission and complementary drink tickets will be granted on a first-come, first-served basis on the night of the event, so guests are encouraged to arrive early. For more information and tickets, visit <http://mtb16.atgpromos.com> or contact your Alliance Tire Group representative.

### About ATG

The Alliance Tire Group (ATG) is a leader in the off-the-road tire industry. For more than 60 years, Alliance has built a reputation as a world leader in off the road and farm tire technology with its Alliance, Galaxy and Primex brands. Today, ATG engineers and manufactures more than 2,000 different tires to help farmers, loggers, construction teams, miners, material handlers and other working people around the world tackle every job, in every condition, every day. From the industry's first all-steel radial flotation tires to the leading performance tires for skid steer machines, ATG has a tire for every challenge on the farm, logging site and jobsite. With an American-based field engineering, R&D and customer service staff, Alliance Tire is in the field daily with customers, constantly innovating new tires.

For more information on Alliance tires, visit [www.atgtire.com](http://www.atgtire.com), call toll free (800) 343-3276 or (781) 321-3910.

**For more information contact:**

Barry Clifford – [bclifford@atgtire.com](mailto:bclifford@atgtire.com)

(781/321-3910 x211)

Steve Werblow – [steve@stevewerblow.com](mailto:steve@stevewerblow.com)

(541/488-8610)