

Press Release Note –

A robust Business Unit structure with strong leadership to further accelerate ATG growth

To consolidate its regional presence and accelerate its continued growth, ATG is putting in place a “*Business Unit*” structure with North America, Europe and Emerging Markets as the key Business Units.

Late last year **James Clark** took charge of ATG’s business in North America and now is joined by **Mr. Nagesh Basavanhalli** to lead the “Emerging Markets’ region while Mr. **Peter Baur** will take the reins of the European market.

Announcing the new structure, Founder & CEO Yogesh Mahansaria said “ATG believes that these three regions present unique opportunities and challenges which require deep understanding of regional dynamics and astute leadership to drive growth, as we progress towards our target of exceeding \$ 1 billion in revenues by 2018. It is a testament to ATG’s success and unique entrepreneurial culture that leaders of the stature and experience of Jim, Peter and Nagesh have become part of our leadership team to take ATG forward.”

Nagesh Basavahalli



Nagesh Basavanhalli, has joined ATG, as “Group President Emerging Markets” and will be based out of the corporate office in Mumbai. At ATG, Nagesh will be responsible for developing and executing the strategy to grow business in the Emerging Markets comprising of Asia Pacific, Middle East, Africa, India, South Africa and Brazil. This is in keeping with ATG’s increasing focus on these markets.

Nagesh joins ATG from Fiat Chrysler Automobiles (FCA), where he was President and MD for Indian Operations. Nagesh started his career with Chrysler USA and in his last role was instrumental in re-establishing company’s Indian operations after the company parted ways with Tata Motors Ltd. He was responsible for developing the Fiat brand strategy, exclusive dealer network and introducing new products into the Indian market. Nagesh was with Chrysler India for 5 years as MD. He has also worked with Hinduja Auto / Defiance Technologies in the capacity of the CEO and with Daimler Chrysler (Detroit MI) in his career spanning over 20 years.

Peter Baur



Peter joins ATG as President, Europe and will be based out of ATG’s Europe office. At ATG Peter will be responsible for spearheading the business in Europe. Peter will further build on the strong distributor network and client base that has been nurtured by the existing team in Europe and also build on the strong relationships with their OE partners.

Peter was part of the E/D/E Group: EDE International AG, Zurich where he was the Executive Member of the Board of directors & CEO was responsible for expanding of its subsidiaries and spinning off of the international business into an independent stock company. Peter’s vast experience of 29 years in varied fields includes stints as COO, Executive Vice President Sales and Marketing (Germany and Luxemburg) at Rexel Deutschland GmbH ,Member of the Management Boardat Hilti Deutschland GmbH; Munich/Essen, Senior VP Service Director & Member of the global ‘ABB Service Board’ at ABB Group Ltd and the Founding partner and CEO of Energy Consulting Group AG (ECG), Zurich u. Frankfurt.

James Clark



Jim joined ATG in late 2014 as President, North America and is based out of the group's USA office. At ATG he will be responsible for guiding the company on its path to continued market growth in this region. His management experience and strong customer focus will help ATG fulfill its goal of becoming one of the world's top 3 manufacturers in the agricultural, forestry and construction segments of the OTR tire industry in the years to come.

Jim brings along more than 25 years of experience in leadership positions with various global companies including General Electric, United Technologies and Verint Systems where he worked in senior sales and general management positions. His last few years were at Rexel and Dunes Point Capital where he was responsible for M&A.

With a presence across 6 continents in over 120 countries, Alliance Tire Group (ATG) is the fastest growing company in the Off-Highway Tires (OHT) category and aims to double its business by 2018, emerging as a global leader in the sector.

ATG is the proud owner of well respected Off-Highway tire brands - '*Alliance*', '*Galaxy*' and '*Primex*'. ATG is led by its founder Yogesh Mahansaria with the backing of Kohlberg Kravis Roberts & Co (KKR) in its endeavor to be amongst the top three global players in the OHT segment. KKR is a New York based leading multinational private equity firm, with assets under management of \$98.6 billion.