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PRIMEX NAMED “TIRE OF CHOICE” BY SOUTHEASTERN WOOD PRODUCERS ASSOCIATION

WAKEFIELD, Massachusetts (August 11, 2016)—Primex forestry tires have been named “Tire of Choice” by the Southeastern Wood Producers Association (SWPA) for the second year in a row. SWPA’s Tire of Choice is selected by the organization’s leaders on the basis of member confidence in the product, excellent service and commitment to the industry and association, according to Tommy Carroll, Executive Vice President of the association, which serves loggers and the forest industry in Georgia and Florida.

“Primex forestry tires are highly valued in the industry because of their excellent durability, great return on investment and design optimized for real-world conditions in timber harvest sites,” says Terry Goodwin, National Sales Manager, Forestry Division, for the Alliance Tire Group (ATG), which manufactures Primex tires. “The Primex/SWPA program includes a wide range of sizes for Primex LogMonster, LS Super Flotation, LogStomper and LogStomper Extreme tires, covering a range of applications from cut to length (CTL) harvesters to skidders.”

SWPA members enjoy special pricing on the Primex tires through select dealers in Georgia and Florida; Alliance also donates money to the association for every tire sold.

The result benefits association members as well as the association itself, says Carroll.

“When members save good money buying a product they ought to have and help their organization while they’re doing it, that’s a good deal,” he says.

Several tire companies sought the Tire of Choice nod from the SWPA, but only Primex was chosen. Goodwin says Alliance has been very involved in the association over the years, and recently donated tires to be auctioned off at a charity fundraiser at the association’s annual meeting.

“We believe it’s important to support our customers in several different ways—with dependable products, great service and by supporting their industry,” he says. “Teaming up with the Southern Wood Producers Association and other logging associations around the country helps us to accomplish that. Being selected as the SWPA’s Tire of Choice two years in a row reflects the loggers’ trust in our tires and confidence in our company. It’s an honor and a privilege.”

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, call toll free (800) 343-3276 or (781) 321-3910.

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