

Press Release Note

REIFEN 2014, 27TH -30TH May 2014, Essen, Germany:

ATG recently participated in REIFEN, the world's largest tire exhibition, which was held from 27th to 30th May, 2014 at Essen, Germany. ATG began this exhibition with a press conference which received widespread response. More than 18 journalists from Germany and other countries attended the press briefing.



Press Conference

Press Conference at REIFEN 2014

Our Founder & CEO, Mr. Yogesh Mahansaria, welcomed the media fraternity and gave an overview of ATG's performance in the last few years, as well as our growth plan for the next three years. Mr. Angelo Noronha, Chief of Sales & Marketing, Europe, spoke about the success and growth of ATG's distribution network in Europe. Also, Dr. George Ronai shared technical information on some of the new products that we displayed at REIFEN including the 378 Agristar XL, Galaxy Terminal Master and solid tire Galaxy Beefy Baby SDS.

ATG displayed eight tires during the exhibition. Five tires were from the Alliance range, i.e. Agriflex+ 372, Agriflex 363, Agristar XL 378, Dual Master 506 and 396 MPT. And three tires from the Galaxy range, i.e. Beefy Baby SD, Terminal Master and Garden Pro.



ATG's stand at REIFEN 2014

ATG had put up many outdoor billboards and banners around the venue to advertise the brands and products. This event gave us an excellent opportunity to connect with our distributor partners and spend time in healthy business discussions. Dinner was also arranged, which let guests interact in a very relaxing and friendly ambience.

Mr. Angelo Noronha, Chief of Sales & Marketing, Europe stated "We are thrilled about REIFEN being a great success, and owe it to our customers and the media for the great response we received. We whole heartedly thank our business partners in Germany, Bohnenkamp and Starco who helped us from the days preceding the exhibition, during the event and after."

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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