



With presence in 120 countries, across 6 continents, Alliance Tire Group (ATG) specializes in the development, manufacturing and sale of Off-Highway Tires. One of the fastest growing companies in the segment, ATG has a wide range of offerings for Agricultural, Forestry, Industrial and OTR tires and three world-renowned brands – Alliance, Galaxy and Primex. ATG's mission is to deliver superior value to their customers through focus on innovation, technology and cost-efficient manufacturing and distribution practices. ATG is a wholly-owned subsidiary of The Yokohama Rubber Company, Japan.

OUR VISION

To be a global market leader in Agricultural, Forestry, Construction and Material Handling tire segments.

JOURNEY SO FAR

Acquisition: 2016

- ATG was completely acquired by The Yokohama Rubber Company on 1st July 2016

Growth: 2014

- Investment of \$200 million towards capacity expansion
- Tamil Nadu plant capacity expanded to 100,000 TPA making it one of the largest OHT plants in the world
- Production commenced at the second facility in Dahej, India

Consolidation: 2010-2013

- GPX operational integration completed
- The Israel facility was overhauled, work commenced on the second plant in India
- The global investment firm KKR acquired Warburg Pincus' stake in ATG

Beginning : 2007-2009

- The Mahansaria family, in partnership with Warburg Pincus acquired Israel based Alliance Tire Company
- Improved the overall efficiency and production capacity at the Israel plant
- Commenced the construction of a facility in India
- Acquired the GPX OHT assets out of bankruptcy in 2009
- Commenced production at the facility in India

GLOBAL PRESENCE

North America

- 3 Warehouses
- Over 850 customers
- 44 member Sales Team

Central and south America

- 31 Customers
- 03 member Sales Team

Europe

- 2 Warehouses
- Over 80 customers
- 33 member Sales Team

APAC & MEA Markets

- 1 Warehouse
- Over 50 Customers
- 32 member Sales & Support Team

Regional and Support offices

- 21 locations worldwide

On-the-ground presence

The only independent business unit with field engineers, support, sales and training personnel across 6 continents.

Entrepreneurial spirit

Flexibility, nimbleness and hunger of a young company.

R & D

Industry leading R&D function with cutting edge capabilities ensures rapid and relevant new product development

UNIQUE & SUCCESSFUL

Right-cost manufacturing locations

Cost competitive world class manufacturing facilities in India, complemented by high-tech boutique production facility in Israel

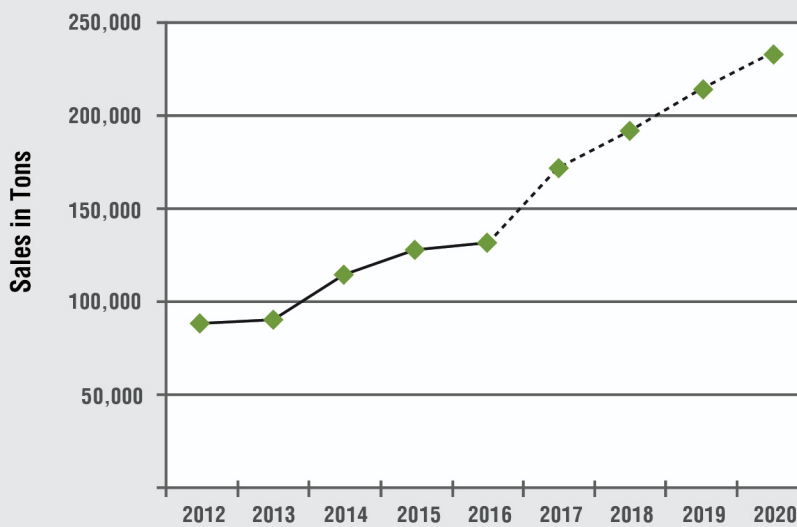
Partnerships

Long standing partnerships with leading distributors, OEs, suppliers and investors.

Management Talent

Industry leading global management teams with strong local regional presence. Think global, act local!

GLOBAL SALES TREND IN VOLUME



Current Global Revenue: USD 529 Million

STANDARDS AND CERTIFICATIONS

- **ISO 9001: 2008**
- **ISO 14001: 2004**
- **BS OHSAS 18001: 2007**
- **VCA CERTIFICATION**
- **IMS CERTIFICATION**

MANUFACTURING PLANTS

Israel - Hadera

(Manufacturing + R&D) 42K TPA

India - Gujarat

(Manufacturing + R&D) 42K TPA

India - Tamil Nadu

(Manufacturing + R&D) 100K TPA

