



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 1<sup>st</sup> 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

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

### Central and south America

- 31 Customers
- 03 member Sales Team

### Europe

- 2 Warehouses
- Over 80 customers
- 30 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

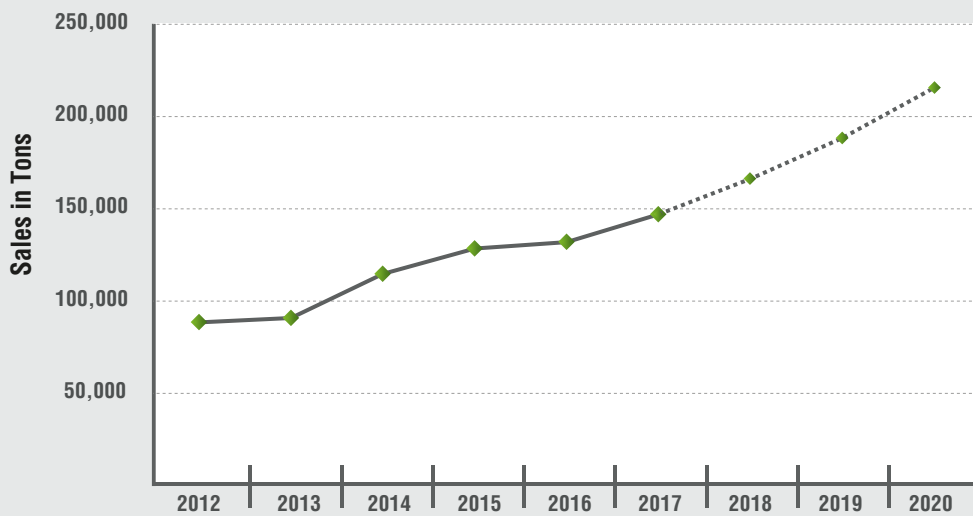
### Partnerships

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 575 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) 40K TPA

### India - Dahej

(Manufacturing + R&D) 57K TPA

### India - Tirunelveli

(Manufacturing + R&D) 100K TPA

