

FOR IMMEDIATE RELEASE

ALLIANCE TIRE AMERICAS LAUNCHES AGRIFLEX AND AGRI STAR II AG TIRE REBATE

WAKEFIELD, Massachusetts (September 1, 2020)—Alliance Tire Americas, Inc. (ATA) has launched a Farmers First Ag Tire Rebate program of \$100 per tire for many of its Agriflex IF and VF tires, and \$75 per tire for Agri Star II farm radials 30 inches and larger. The rebate is available for certain farm tires purchased between September 1, 2020 and January 31, 2021.

Alliance Agriflex/Agriflex+ increased flexion (IF) and very high flexion (VF) tires included in the rebate program are:

- 354 IF and VF row crop radials
- 363, featuring Alliance's unique hybrid tread pattern
- 372, a classic tractor and combine radial in IF and VF technology
- 377, a VF combine tire with Alliance's stubble guard compound
- 389, the world's first VF flotation tire.

The Alliance Agri Star II radial—from sizes 420/70R30 or 380/85R30 and larger—is also featured in the rebate program. Featuring the evolving footprint of its two-layer lug and its multiple biting edges, dual tie bars and large footprint, the Agri Star II already delivers the lowest cost-per-32nd of tread in its category—a competitive benefit boosted further by the \$75-per-tire Alliance rebate.

"American farmers have faced all sorts of challenges this year with courage and a deep commitment to producing the food, feed, fiber and fuel that keeps our nation running," says Brian Sheehey, vice president—marketing for Alliance Tire Americas. "This rebate is our way of saying 'thank you' to them for their hard work and helping them protect their fields, and their bottom line, into the future."

The rebate applies to purchases of two tires or more, up to a total of 16 tires per household. Rebates will only be issued to end consumers in the U.S., not to tire wholesalers. Envelopes containing rebate forms and original invoices or receipts must be postmarked by February 28, 2021 and received by March 15, 2021.

For complete rules on the Alliance rebate, visit farmersfirst.alliancetireamericas.com.

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About Alliance Tire Group (ATG):

Alliance Tire Americas, Inc. (ATA) is the American sales and marketing arm of the Alliance Tire Group (ATG), a global leader in agricultural, logging, construction, material handling and other off-the-road (OTR) tires. The company's Alliance, Galaxy, and Primex brands have earned global reputations for excellence and performance. Alliance Tire Americas is also the exclusive U.S. distributor for Aeolus TBR tires, and also markets its own Constellation brand of TBR and OTR tires.

With its US-based field engineering, R&D, sales and customer service staff, ATA is in the field every day, solving problems and creating new products to help farmers, contractors, loggers, and truckers get the most out of their equipment.

For more information on Alliance, Galaxy and Primex tires, visit www.atgtire.com, call toll free (800) 343-3276 or (339) 900-8080.

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