

Alliance Tire Group is the official partner of the DEUTZ-FAHR Power Tour 2020 in France

SAME Deutz-Fahr S.p.A. (SDF) will be touring France to present their latest tractor models / For the second time in a row, Alliance Tire Group is the official partner / Featuring VF tires and the brand-new AGRi STAR II during the Tour

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Alliance Tire Group will again be partnering with Deutz-Fahr during their 2020 series of Power Tour events. For the second consecutive year, French end users and SDF dealers will get the opportunity to experience new Deutz-Fahr tractor models equipped among all with the Alliance tires.

This year's tire highlight of the Power Tour will be the brand-new AGRi STAR II – a radial tractor tire in 70 and 85 series. AGRi STAR II features a unique Stratified Layer Technology which ensures perfect traction even after a prolonged wear, excellent behaviour on the road and an extra-long tire life. In addition, Alliance will showcase its latest innovations in the VF and other tire ranges.

For Alliance Tire Group, participation in the Deutz-Fahr Power Tour 2020 means the possibility to provide hands-on-experiences of Alliance's latest tire innovations for the French farmers and SDF dealers at four locations throughout France in April 2020. This will include Thursdays 2nd April at the Circuit Croix en Ternois; 9th April at the Circuit de Duacs – Essay; 16th April at the Circuit de la Brosse – St Igny de Vers, and 23rd April at the Circuit de Haute Saintonge – La G n tousse.

"At Alliance, we are proud to continue our cooperation with SAME Deutz-Fahr during the Power Tour in France, and far beyond, as our important partner across Europe. This partnership thus offers great opportunities to present the know-how of Alliance as a designer and manufacturer of innovative premium tractor tires. Some of the SDF tractor models at the Tour will be already OEM-fitted on Alliance tires and some will be specially mounted with the new AGRi STAR II. We are sure that the AGRi STAR II will particularly 'wow' the visitors at all stops of the Power Tour 2020", says Kristoff Van der Burght, Head of OE at Alliance.

"Our partnership with the Alliance Tire Group over the last three years has been fruitful and helped us to acquire new market segments, such as agricultural contractors. This international group shares the same values as we do: professionalism, proximity to the customers and a customer friendly approach", adds Marwan Bassil, Marketing Director France at SDF.

About ATG

Alliance Tire Group is a part of Yokohama Group. With nearly 60 years of experience, the Alliance Tire Group specializes in the design, development, manufacturing, and marketing of Agriculture, Forestry, Construction, Industrial and Earthmoving tires under the Alliance, Galaxy and Primex brands.

ATG serves customers in 120 countries, across 6 continents 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 designed, developed and tested at its advanced R&D centres around the world.

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