



Yokohama-ATG at EIMA 2024: Providing solutions for every step of the farming cycle

IMAGE SOURCE: Yokohama-ATG

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9 October 2024 by Yokohama Off-Highway Tires

- Yokohama-ATG (Y-ATG) will showcase various Alliance and Galaxy treads at EIMA 2024, including models for tractors, trailers, compact loaders, and forklifts.
- Featured products include the Alliance Agri Star II, Alliance Agriflex+ 373, Galaxy Earth-Pro 65, Alliance 590, Galaxy Hulk, and Galaxy MFS 101 SDS.
- Alliance's distributor Intergomma will also display additional tire models such as the Alliance Agri Star II, Alliance 372 VF, and Alliance 350 row crop tire.

- Y-ATG aims to demonstrate its comprehensive tire solutions for different farming operations and enhance customer engagement at EIMA 2024.
- The event will provide an opportunity for Y-ATG to gather feedback and answer technical questions from farmers, contractors, and tire dealers.

Top treads for tractors, field sprayers, trailers, compact loaders & forklifts on display / Alliance and Galaxy brands to provide all possible solutions for customers / As during the September Field Day in Asolo, the international Y-ATG team will be present to answer technical questions /

Yokohama-ATG (Y-ATG) will be at EIMA 2024 to provide hands-on experiences on several different Alliance and Galaxy treads for various machines and operations. The manufacturer will present the Alliance Agri Star II (540/65R28), the Alliance Agriflex+ 373 (380/70R24) and the Galaxy Earth-Pro 65 series for tractors, the Alliance 590 for trailers and tankers (600/55R26), as well as the Galaxy Hulk for compact loaders and the Galaxy MFS 101 SDS (black and non-marking) for forklifts. Complimentary to the Y-ATG display, Alliance's distributor Intergomma will also showcase the Alliance Agri Star II (520/70R38 and 420/85R34) and the Alliance 372 VF (650/65R42) for tractors, the Alliance 350 row crop tire for tractors and sprayers (300/95R46), as well as the Alliance 590 (560/60R22.5) for trailers and tankers.

Solution oriented

"We will showcase treads of the Alliance and Galaxy brands to highlight that Y-ATG is able to provide all possible tire solutions for customers. We deliberately chose examples of our broad portfolio which were designed for different steps and operations in the farming cycle, thus giving evidence that within our wide tire range, we are able to offer the perfect fit for any off-road task and operation. We are looking forward to welcoming farmers, contractors and tire dealers at our **Stand B3 in Hall 16**," says Massimo Mori, Country Manager Italy.

Dialogue with customers

Thanks to the intensive cooperation with Intergomma, one of the Alliance brand's partners, EIMA offers the opportunity to arrange for complimentary tire displays. "We are striving to further intensify dialogue with our customers in the Italian market. In addition to getting important feedback from end-users, we also provide information on the effective tire solutions that are part of our portfolio. And our experts on-site are eager to answer any tire-related questions that visitors of events such as our field day last September might have,"

concludes Massimo Mori.

Source: Yokohama-ATG

TIRES