

## **Jason's Tyres: New distribution partner of Galaxy brand in BeNeLux**

*New powerful market representation for the renowned Galaxy OTR tyre portfolio / Jason's Tyres Extreme is specialised in OTR and supplies the complete earth moving programme / 24 hours service as one additional benefit for end users / Further boost for Galaxy's tyre portfolio*

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Alliance Tire Group, A Yokohama Rubber Corporation group company, is happy to announce a new partnership with Jason's Tyres. As specialist in OTR tyres, and based on 20 years of experience, "Jason's Tyres Extreme" division will distribute the entire portfolio of both bias and radial Galaxy OTR tyres in the earth moving segment in BeNeLux with immediate effect. This will further boost the presence of Galaxy in the market.

The OTR earth moving segment includes machines such as compactors, graders, loaders and dump trucks, and Galaxy's tyre portfolio provides top solutions for their respective working environments. In addition to various well-proven bias tyres, that is particularly true for the radials Galaxy LDSR 300 for loaders (LD), HTSR 400 for haul trucks (HT), and MGSR 200 for motor graders (MG).

### **"Win-Win-Win" constellation**

"More than just tyres" is the slogan of Jason's Tyres. And indeed, our new partner in the earth moving segment provides 24 hours service and mounting. In combination with the great value of Galaxy's tyre portfolio, this will be an extra benefit for the end users. Furthermore, Jason's Tyres have a powerful network of leading OE manufacturers and contractors with big fleets of earth moving machines across Western Europe: This will further boost Galaxy's market share. We are convinced that this new partnership will benefit Jason's Tyres, end users and Galaxy alike", concludes Pravin Job, Head of Galaxy Brand - Western Europe.

Peter Van Loon, owner of Jason's Tyres, fully shares this positive view: "Galaxy is a great value brand under the Yokohama ownership. This new partnership will build on the strengths of both companies, increase the business and generate new opportunities in the market. Galaxy clearly fits our company's ideology: high-quality tyres at a good price level backed up by great service. We are looking forward to introducing Galaxy's tyre portfolio to the contractors as well as machinery dealers and manufacturers", says Van Loon.

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### **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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