



CEAT Specialty presents advanced agricultural tyre range at LAMMA 2023

Birmingham, UK (13th January ,2023): CEAT Specialty, leading tyre manufacturer, showcased its latest range of agricultural tyres, Yieldmax, Floatmax RT and Farmax R70 at LAMMA 2023, the UK's largest agricultural and machinery show. The event took place at the NEC Birmingham from January 9th to 10th, 2023.

The range of agricultural tyres are designed to cater to the changing needs of farmers and help them maximise their yields and productivity. The range is designed to provide maximum traction, stability and durability.

CEAT Specialty partnered with Nordic Tyres (distributor in the UK) to display its latest range of agricultural tyres at LAMMA 2023. "At CEAT Specialty, we are proud to exhibit our range of innovative and high-performing tyres at this year's LAMMA. Our commitment to quality is evident in every tyre we produce, and we are excited to showcase high-performing tyres which ensure increased productivity and efficiency at accessible prices ", said Mr. Amit Tolani, Chief Executive of CEAT Specialty.

"We are delighted to be partnering with CEAT Specialty for LAMMA 2023. We believe that CEAT's range of advanced tyres are a game-changer for farmers in the UK", said Alan Lindsay, Management Director of Nordic Tyres (UK) Limited.

About CEAT

CEAT was established in 1924 in Turin, Italy. Today, it is one of India's leading tyre manufacturers, and CEAT tyres are sold in more than 115 countries worldwide.

The brand came to India in 1958, and later became part of the RPG Group. RPG is among the top business houses in India, with a group turnover of \$3.7 billion.

In the specialty segment, CEAT manufactures farm, mining and earthmover, industrial, and construction equipment tyres, as well as special application off road tyres. For more information, visit <https://www.ceatspecialty.com/uk/>