



FOR IMMEDIATE RELEASE

CONTACT: John Taylor
(615) 477-3099
john@jtmar.com

FARMAX R65 Joins CEAT Radial Ag Tire Line-up in North America

CHARLOTTE, NC (July __, 2018) – CEAT Specialty Tires is adding the FARMAX R65 Ag radial to its North American product line-up to provide farmers and ranchers exceptional CTR: low compaction, high traction and high roadability.

The FARMAX R65 is available in five popular sizes (480/65R28, 540/65R28, 600/65R34, 650/65R38 and 650/65R42) and is backed by a “best in class” 7-year warranty.

It joins the FARMAX R85 and FARMAX R70 in the CEAT North American line-up and similarly delivers low compaction, dependable traction and outstanding roadability.

Due to its flexible sidewalls, superior construction, wider tread width and higher inner tire volume, the FARMAX R65 helps reduce soil compaction and carries more load.

Traction is aided by a lower angle at the shoulder, while a higher lug angle in the center provides excellent roadability.

The R1-W tread depth provides longer service life. More lugs in the footprint and greater lug overlap also contribute to a longer service life, as well as a better ride.

Vijay Gambhire, managing director of CEAT Specialty Tyres Ltd, said the company is excited to expand its FARMAX radial Ag tire line in North America and is encouraged by the response it has received from Ag tire dealers and farmers.

“Clearly there was room for a good quality product at a very attractive price point and backed by a fantastic warranty assurance in the market,” he said.

About CEAT

CEAT, a global tire manufacturer with 90 years' experience and one of the world's most advanced Ag radial tire plants, has established an office in Charlotte, NC. CEAT tires are distributed in the USA by Tyres International Inc.

CEAT was established in 1924 in Turin, Italy. Today, it is one of India's leading tire manufacturers, and CEAT tires 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 billion.

In the specialty segment, CEAT manufactures farm, mining and earthmover, industrial, and construction equipment tires, as well as special application off road tires. For more information, visit www.ceatspecialty.com.

###