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## **A "New" Agricultural Tire Brand for North American Farmers From CEAT, a 90-Year-Old Company**

CHARLOTTE, NC (June \_\_, 2018) – CEAT, a global tire manufacturer with 90 years' experience and with one of the world's most advanced Agricultural radial tire plants, is now marketing and selling a comprehensive line of radial and bias Agricultural tires in North America.

The company, which has a presence in 115 countries, has an office in Charlotte, NC, and is now aggressively establishing points of sales in key agricultural markets.

Vijay Gambhire, Managing Director of CEAT Specialty Tyres Ltd, said company representatives have been visiting Agricultural tire dealers and farmers across the farm belt to introduce the brand. "We are pleasantly surprised by the number of customers who are willing to try out our tires. 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.

The CEAT FARMAX R85 Ag radial, for instance, is being well accepted in the marketplace. Available for rim sizes 20 inches to 46 inches, it is designed to provide exceptional CTR: low compaction, high traction and high roadability. Due to its flexible sidewalls, superior construction, wider tread face and higher inner tire volume, the CEAT FARMAX R85 helps reduce soil compaction and carries more load at lower pressure. Its dual lug angle design with more lug overlap gives the CEAT FARMAX R85 high traction and better roadability. "

CEAT is adding 65 and 70 series FARMAX tires to the North American line-up, and flotation radials will soon follow.

All CEAT Ag radials sold in North America are backed by a "best in class" warranty. "This is the best warranty offered on any Ag tire brand competing in the value segment of the US market," Gambhire noted. "We have a high-quality product manufactured at one of the world's most advanced Ag radial factories. This warranty will help give US farmers and ranchers the confidence to give CEAT quality a try."

In addition, CEAT Ag radials are warranted for field hazard and stubble damage. If a tire fails due to this type of damage within the first year, the customer will receive a 75 percent credit. Credit will be 50 percent within the 2nd year and 25 percent credit within 3<sup>rd</sup> year.

#### **About CEAT**

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.

CEAT Limited was conferred the prestigious Deming Prize in 2017. The Deming Prize, founded in Japan, is one of the oldest and most prestigious quality awards in the world. With this recognition, CEAT became the first tire company in the world, outside of Japan, to have the honor of receiving this award. The Deming Prize recognizes companies that achieve business transformation by implementing Total Quality Management (TQM).

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/US](http://www.ceatspecialty.com/US).

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