

World's **FIRST** Tire Company to win Deming Grand Prize



“Securing the Deming Grand Prize is a phenomenal achievement for CEAT and a resounding testament to the relentless dedication and unwavering commitment of every member within our organization. I wish to extend profound thanks and heartfelt gratitude to our invaluable partners for their unwavering support.”

MR. AMIT TOLANI
Chief Executive, CEAT Specialty

“What makes me feel really good is when our farmer customers call in and they want that ‘CEAT Tire.’ That’s the key to making inroads in a market . . . when you have a tire that people ask for by name.”

BRAD SCHMUCKER
Owner, Millersburg Tire Service | Ohio

(Has been carrying CEAT for the past six years)

On Oct. 3, 2023, global tire company CEAT announced that it was awarded the Deming Grand Prize, considered one of the highest achievements in TQM (Total Quality Management). In doing so, CEAT became the first tire company and one of only 33 companies globally to receive the prestigious award.

The Deming Grand Prize recognizes companies that set and achieve challenging business objectives and strategies that are customer focused and quality oriented through the practice of TQM principles, concepts and techniques.

What This Means for our Customers

Achieving TQM excellence at the highest-level means CEAT Specialty is fulfilling its primary mission to provide high quality tires at a better value to North America’s farmers and ranchers.

While the CEAT tire brand is over 100 years old, CEAT Specialty has been in North America for just six years. During that time, feedback from tire distributors and dealers, as well as farmers and ranchers, has been outstanding.

Comprehensive Line of Ag and OTR Tires

The CEAT FARMAX tractor tire line has received rave reviews for dependable traction, low soil compaction, good roadability and long tread wear.

On the technology front, the CEAT Torquemax, designed for high power tractors, is available in both VF and IF versions. CEAT Spraymax tires, designed for self-propelled sprayers, are another game changer and are also available in IF and VF versions.

In the final analysis, every tire dealer wants happy customers, along with profitable margins and dependable customer service from their tire suppliers. CEAT Specialty delivers on all counts. To learn more, send an email to csti@ceat.com and visit www.ceatspecialtires.com.