



CEAT Specialty presented advanced agricultural tyre range at Les Culturals, France

Congerville-Thionville, France (19th June,2023): CEAT Specialty, leading tyre manufacturer, showcased its range of agricultural tyres at Les Culturals exhibition at Congerville-Thionville, France. This open-field show is primarily aimed at field crop producers looking for innovations to improve the performance of their farms.

CEAT Specialty showcased an array of agricultural products, including Spraymax, Farmax R80, Farmax R65, Farmax RC, Floatmax RT and Floatmax FT.

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.

Mr. Amit Tolani, Chief Executive, CEAT Specialty, added: "CEAT takes pride in its commitment to offer high-quality tyres with superior traction and optimized footprint. Our endeavour is to provide best in class products for our customers at accessible prices. We are delighted to have presented our range of superior tyre solutions at Les Culturals, France. We have an expanding range of SKUs-including our newly added forklift range, R2, Telehandlers, flotation implements and a complete range for D- Rated applications"

CEAT Specialty partnered with France Pneus Sélection SAS (distributor in the France) to display its range of agriculture tyres "We are delighted to have partnered with CEAT Specialty at the Les Culturals 2023. We believe that CEAT's range of advanced tyres are a game-changer for farmers across France", said François Girard, France Pneus Sélection SAS.

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/fr/>