



CEAT Specialty Onboards Peter James Cawson As Business Development Specialist- UK

CEAT Specialty is proud to announce that they have engaged Peter James Cawson as “**Business Development Specialist**” to lead the growing business in the UK and Ireland market. With 16 years of experience in the tyre industry, Peter brings a wealth of knowledge and expertise to the team.

On his engagement, Peter mentions "I am honoured to be associated with CEAT Specialty, a company that truly embodies the principle of delivering exceptional quality at accessible prices. The company's competitive edge in the global market is rooted in their focus on innovation, quality, and customer satisfaction. I am excited to be a part of the team that continues to push the boundaries of excellence in the industry."

“We at CEAT Specialty are committed to delivering high-quality products, exceptional customer service, and innovative solutions that meet the evolving needs of our customers. With Peter James Cawson onboard, we are confident that we can continue to grow and expand our footprint in the UK and Ireland market, and ultimately across Europe.” said Amit Tolani, Chief Executive of CEAT Specialty.

About CEAT

CEAT was established in 1924 in Turin, Italy. Today, it is one of India’s leading tire 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/>