



CEAT SPECIALTY TO LAUNCH ITS NEW TIRE FOR AGRI TRANSPORT APPLICATION AT FARM PROGRESS SHOW

JEFFERSON CITY, Mo (Aug, 2023) – CEAT Specialty is returning to the Farm Progress Show on Aug. 29-31 in a big way with a much larger booth designed to showcase the company’s ever-expanding Ag tire line-up for North America.

The company will unveil its latest tire for agri tanks and trailers, FLOATMAX CARGO PLUS, at the Farm Progress Show in Decatur, IL. Designed with input from dealers and OEM partners, the tire offers high traction, stubble puncture protection, uniform pressure distribution, and minimal soil/crop damage. Available initially in size 28LR26, more sizes and a VF variant are planned for release towards end of the year. CEAT Specialty will also present its largest Ag tire, IF850/75 R 42 TORQUEMAX, designed specifically for an original equipment fitment to be announced soon.

Apart from the above highlights, the CEAT Specialty booth (#311, Southeast Quadrant) will feature several of CEAT Specialty’s popular Ag tire products, including the Spraymax for self-propelled sprayers and Yieldmax for combine/harvesters. It will sport a western theme to tout the company’s ever-increasing sponsorships of rodeo associations and events across North America.

“Our tires on display at the Farm Progress Show reflect CEAT Specialty’s unflagging commitment to provide North American farmers with technologically-advanced products,” said CEAT Specialty Chief Executive Amit Tolani. “We are celebrating five years now in North America and could not be more pleased with the acceptance of our products by farmers and ranchers here.”

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 more than \$4 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 <https://www.ceatspecialty.com/>

The CEAT Specialty Tires headquarters in North America is in Jefferson City, MO.

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