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### **CEAT Specialty Tires Increases Support of Rodeo in 2023**

JEFFERSON CITY, MO (July, 2023) – CEAT Specialty Tires is increasing its support of rodeo this year, marking the company’s fourth year of sponsoring rodeo organizations and events across America.

The company, which markets a comprehensive line of radial and bias Ag tires, is again the Official Ag Tire of the WRWC (Women’s Rodeo World Championship), WRCA (Working Ranch Cowboys Association), National High School Rodeo Association and the National Junior High Rodeo Association. The sponsorships include brand exposure on TV and social media, as well as branding at high-profile rodeo competitions. There are more than 40 million rodeo fans in North America.

In addition, CEAT Specialty is the title sponsor of a new division youth circuit in the WCRA called the World Championship Junior Rodeo. The sponsorship, which includes extensive arena signage, event activities, athlete initiatives and social media exposure, is an extension of the company’s ongoing sponsorships of individual rodeo youth competitors.

CEAT also expanded its rodeo support into Canada by sponsoring multiple chuckwagons in the Rangeland Derby during the recent Calgary Stampede, which is known as “The Greatest Outdoor Show on Earth.” The popular Rangeland Derby is one of the most prestigious of all chuckwagon races in North America with the highest prize money.

“Connecting our brand with rodeo continues to make perfect sense for us,” said CEAT Specialty Chief Executive Amit Tolani. “We are committed to improve life and livelihood of American farming community and our association with Rodeo is a testament to that. This year we have expanded our association with Rodeos, enabling us to reach out to wider geographies.”

**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 \$3.6 billion. In the specialty segment, CEAT manufactures farm, mining, and earthmover, industrial, and construction equipment tires, as well as special application off road tires. CEAT Specialty entered the North American market five years ago. The North American headquarters is located in Jefferson City, MO. For more information, visit <https://www.ceatspecialty.com>.

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