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# CEAT launches all-terrain tyre CrossDrive, for SUVs in India, targets world market also

*CrossDrive incorporates CEAT's cutting-edge 3D sipe technology and robust shoulder design that helps the tyre adapt to all-terrain applications. CEAT has plans to launch CrossDrive tyres in the global market also, the company said.*

ETAuto December 01, 2022, 15:07 IST





*CrossDrive tyres have been specifically designed for usage across all 4X2 and 4X4 types of SUVs.*

New Delhi: [CEAT Ltd.](#), India's leading [tyre manufacturer](#), today unveiled CrossDrive, its high-performance, all-terrain [tyres](#) for SUVs in India. CEAT has plans to launch [CrossDrive tyres](#) in the global market also.

CrossDrive incorporates CEAT's cutting-edge 3D sipe technology and robust shoulder design that helps the tyre adapt to all-terrain applications. The tyre's [new carbon black tread](#) compounds offer better grip as well as improved fuel efficiency and have been extensively tested on the state-of-the-art auto testing track 'NATRAX' in Indore and mild off-roading near Indore, the company said in a media release.

CrossDrive tyres have been specifically designed for usage across all 4X2 and 4X4 types of SUVs. CrossDrive is available in various sizes across all lead tyre shops including CEAT's exclusive outlets; [CEAT Shoppe and Tyre Stop](#). CEAT has already started partnering with OEM's like Mahindra to provide CrossDrive for their specialised all-terrain vehicles like Thar.

Arnab Banerjee, Chief Operating Officer, [CEAT Tyres Ltd.](#), said, "CrossDrive is one of our premium offerings in the all-terrain tyre segment for SUVs. The introduction of new technology and designs for CrossDrive tyres will help our consumers to conquer challenging and diverse terrains with safety, while also

improving the fuel efficiency of the vehicle. We have extensively tested CrossDrive for off-roading capabilities and city use and it provides an experience which is the best of both worlds. The launch of CrossDrive is yet another step in our efforts to make mobility safer and smarter every day by enabling enthusiastic SUV owners in India to confidently cross all terrains. ‘Discovering the new you’ is the core promise of CEAT CrossDrive for SUV consumers.”

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## India annual GDP growth to slow in September quarter as COVID effect fades



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## Hyundai retains crown of No 2 slot in CY22, Tata Motors takes over in December



The country's second largest carmaker Hyundai Motor India has maintained its position for over a decade now, with no direct competition at hand. However, Tata Motors which was not even among the top three passenger vehicle makers in the country in 2019 has risen in terms of sales volumes over the past few years. The maker of Nexon took a lead and became the second largest PV maker during May and December in 2022. For the calendar year, both the OEMs gave a tough fight and Hyundai retained its crown at No 2, taking a lead by about 25,000 units.

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# JK Tyre aims to become carbon neutral by 2050

*“As one of the greenest tyre manufacturers, JK Tyre follows a low-carbon strategy, which also forms the basis of our future growth. Our GHG reduction has been over 57% in the last eight years and we aim to be carbon neutral by 2050”, the company said in a statement.*

Sharmistha Mukherjee ET Bureau

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# Team MRF Tyres bags European Rally Championship Award

*The presentation marked the culmination of a victorious season for Team MRF Tyres, strengthening their place among top teams.*



IANS

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## Tyre biz cartelisation: NCLAT asks CCI to pass fresh order; review fines to save domestic tyre industry

*The National Company Law Appellate Tribunal's (NCLAT) order dated December 1 has come on a batch of appeals filed by the tyre makers against the ruling by the Competition Commission of India (CCI) back in August 2018.*

PTI

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## Buoyant auto demand impact: JK Tyre to invest INR 1680 cr for production ramp-up

*The investments, mainly to ramp up passenger car tyre production capacity and to expand brand portfolio, will be made broadly in two tranches. First one is a delayed plan of INR 780 crore, which will be followed by INR 900 crore in FY25.*

Sumantra Bibhuti Barooah    ETAuto

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## Reise Moto introduces two-wheeler tyres for domestic market

***The company has set up a new facility spread over 30 acres in Saykha, Gujarat , to produce performance two-wheeler tyres under brand 'Mitas' for the European and the North American markets and under brand 'Reise' for the domestic and South Asian markets. The tyres under the 'Reise' brand will cater to the motorcycle and scooter segments.***

ETAuto

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## **Bridgestone India appoints Stefano Sanchini as MD; Parag Satpute promoted to global role**

***Parag Satpute will be assuming a new global role in Bridgestone's Solutions Business and will be stationed at Amsterdam, Netherlands. He will relinquish his current charge on January1, 2023. He is succeeded by Stefano Sanchini who will assume Parag's role at Bridgestone India, the company said.***

ETAuto

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## **Apollo Tyres, Tyromer Inc announces sustainable material partnership**

***Tyromer Inc, through its Indian associate, Tyromer India LLP, is committed to supplying recycled rubber material, produced using its environmentally-sustainable processes, to Apollo Tyres.***

ETAuto

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# Ceat puts on hold plans to invest in new manufacturing facility for commercial vehicle tyres

*The company will instead invest Rs 396 crore in making more profitable off-highway tyres for the European and US markets, managing director Anant Goenka told ET.*

Sharmistha Mukherjee ET Bureau

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## Goodyear India Q2 net dips 31 pc to Rs 27 cr

*Revenue from operations rose to Rs 767 crore in the period under review as compared with Rs 698 crore in the September quarter of the previous fiscal, Goodyear India said in a statement.*

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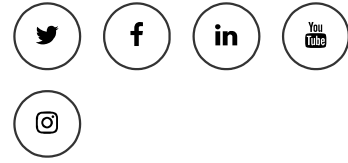
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