



CEAT launches CrossDrive, a new all-terrain tyre for SUVs in India

Mumbai, 30th November 2022: CEAT Ltd., India's leading tyre manufacturer, today unveiled **CrossDrive**, its high-performance, all-terrain tyres for SUVs in India. 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.

CrossDrive tyres have been specifically designed for usage across all 4X2 and 4X4 type 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. CEAT also plans to launch CrossDrive tyres in the global market soon.

Commenting on the launch, **Mr 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."

More information about the product can be found on the CEAT website (www.ceat.com)

CEAT Ltd (www.ceat.com):

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturers and has a strong presence in global markets. CEAT produces over 40 million tyres a year and offers the widest range of tyres to all segments and manufactures world-class radials for heavy-duty trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles and scooters as well as auto-rickshaws.

About RPG Enterprises (www.rpggroup.com):

RPG Enterprises, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 4 Billion. The group has diverse business interests in the areas of Infrastructure, Tyres, Pharma, IT and Specialty as well as in emerging innovation led technology businesses.

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