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CEAT announces Long-Term Partnership with Bayer 04 Leverkusen

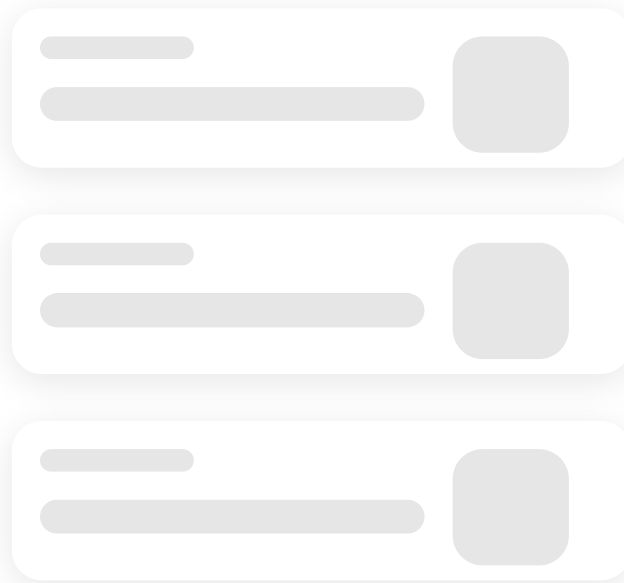
CEAT is the new official tyre partner of Bayer 04 Leverkusen Werkself. The contractual rights of CEAT as the new official tyre partner include extensive TV presence through LED perimeter boards, cam carpets on the touchlines, and substitution boards at Werkself matches at the BayArena. Additionally, CEAT will have a prominent presence on media backdrops at Bundesliga press conferences and during matches. The official Bayer 04 Leverkusen team bus will be equipped with CEAT's premium tyres.



B BE Staff , ETBrandEquity
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“Just like us, CEAT operates on international terrain. We are united as partners by our ambition to drive innovation and master challenges in a highly competitive environment,” said Chief Marketing and Innovation Officer Markus Breglec.

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