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The CEAT SecuraDrive SUV tyres are offered in five sizes - 205/60 R16, 215/65 R16, 215/55 R17, 215/60 R17 and 235/65 R17.

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Va-run Singh

New Delhi June 25, 2021 UPDATED: June 25, 2021 12:37 IST



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The CEAT SecuraDrive SUV tyre is claimed to be superior in performance on city roads as well as highways.

TRENDING

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HIGHLIGHTS

TELEVISION The CEAT SecuraDrive SUV tyres are presently available at CEAT Shoppes.

AQI The tyres have 3D groove wall technology.

CEAT Tyres has used the CACTUS algorithm for the tread pitch design of the SecuraDrive SUV tyres.
CODE OF ETHICS

RATE CARD

DARK MODE CEAT Tyres has launched a new tyre range, christened as SecuraDrive SUV, for the compact SUVs. Deriving its name from the SecuraDrive platform, which serves premium hatchback and sedan segments, the CEAT SecuraDrive SUV range of tyres cater to the compact SUV space that includes the likes of the Hyundai Venue, Kia Sonet, Maruti Suzuki Vitara Brezza, Tata Nexon, Mahindra XUV300, Ford EcoSport, Toyota Urban Cruiser, Nissan Magnite and Renault Kiger.

The Ceat SecuraDrive SUV tyres are offered in five sizes - 205/60 R16, 215/65 R16, 215/55 R17, 215/60 R17 and 235/65 R17. While these tyres are exclusively available at CEAT Shoppes at present, the dealers in key markets across the country will get them subsequently.

According to CEAT Tyres, the SecuraDrive SUV tyres are superior in performance on city roads as well as highways providing benefits like precise steering control and excellent cornering stability due to an innovative 3D groove wall technology.



"The fluidic sipe design on the pattern helps aquaplaning and provides superior braking. The unique CACTUS algorithm used for tread pitch design lowers the in-cabin noise and promises a comfortable drive. One additional feature which stands out is the stylish sidewall and tread pattern which complements the stylish looks of the compact SUVs," the tyre manufacturer said.

"The compact SUV segment has seen exceptional growth of over 50 per cent in the last

five years and is expected to grow at a CAGR of 20 per cent in the next 3-4 years. We saw the potential and the need to cater to this segment with a specialised tyre range, that provides an optimum combination of comfort and performance. We are confident that the SecuraDrive SUV range of tyres will provide the best-in-class riding experience in the segment," CEAT Tyres CMO Amit Tolani said.

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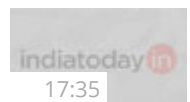
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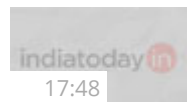


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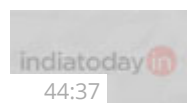
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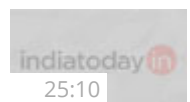
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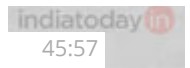
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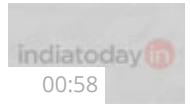


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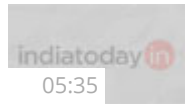
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