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CEAT launches 'SecuraDrive' range of tyres for compact SUVs

This new range of tyres offers numerous benefits like precise steering control and excellent cornering stability due to an innovative 3D Groove wall technology.

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With its focus on offering a unique driving experience, SecuraDrive SUV tyres are superior in performance on the city roads as well as highways. This new range of tyres offers numerous benefits like precise steering control and excellent cornering stability due to an innovative 3D Groove wall technology.

New Delhi: [CEAT Tyres Ltd](#) has launched a new premium tyre range called 'SecuraDrive SUV' for the compact SUV segment. The new tyre borrows its name from the SecuraDrive platform for premium hatchbacks and sedans, the company said in a release on Thursday.

With its focus on offering a unique driving experience, SecuraDrive SUV [tyres](#) are superior in performance on the city roads as well as highways. This new range of [tyres](#) offers numerous 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 Compact SUVs, the release said..

CEAT Tyres CMO Amit Tolani, said, "The compact SUV segment has seen exceptional growth of over 50% in the last five years and is expected to grow at a CAGR of 20% 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 SecuraDrive SUV tyres will initially be available at all CEAT Shoppes and subsequently at dealers in key markets across the country. The Securavdrive SUV tyres will be available in these five sizes - 205/60R16; 215/65R16; 215/55R17; 215/60R17; 235/65R17.

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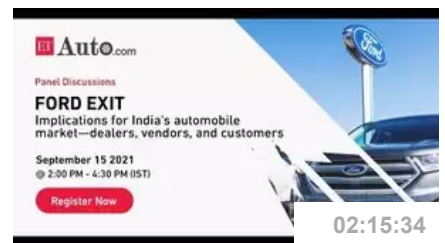
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Bridgestone bags supply contract for radial tyres from Tata Motors

These tyres will be supplied for 150 e-buses that are being manufactured by Tata Motors for Brihanmumbai Electric Supply and Transport (BEST).

PTI

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CII Institute of Logistics, Bridgestone India roll out programme to felicitate drivers in transport sector

A professional drivers' platform -- 'Driver's Guild' would be established under the initiative to connect multiple locations, expand developmental initiatives in association with various regional stakeholders in the road transport sector.

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INR 300-cr govt fund in offing to deal with scrap tyres: R Mukhopadhyay, JK Tyre

The Raghupati Singhania Centre of Excellence (RPSCOE), JK Tyres' global technology centre, is ramping up its R&D infrastructure by procuring additional equipment to enhance the testing and product development capabilities. In an interaction with ETAuto, R Mukhopadhyay, director of R&D, JK Tyre & Industries Limited, spoke about the changing tyre testing landscape in India mainly because of the new emissions standards and about the upcoming regulations on end-of-life tyres. "We think that the government is creating INR 200 crore – INR 300 crore fund to address the scrap tyre issue in the coming years," Mukhopadhyay said.

Shruti Mishra ETAuto

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Finland's Nokian Tyres sets new sales target as market grows

The tyre maker, whose previous targets included annual growth of more than 5%, said it was targeting to grow faster than the market and kept its goal for a dividend above 50% of net earnings.

Reuters

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Kuwait starts to recycle massive tyre graveyard

Kuwait planning to build 25,000 new houses on the site, finished moving all the tyres to a new location at al-Salmi, near the Saudi border, where recycling efforts have begun.

Reuters

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Ceat to revamp sales network across country

CEAT Shoppes will also be empowered as service centres, where all customer requirements like warranty registration, on the spot claim settlement, customer feedback mechanism (NPS) and service reminders will be taken care of.

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TVS Srichakra forays into Indonesian market with Eurogrip

range of tyres

These tyres are suited for popular scooter and motorbike models in Indonesia and come in five sizes to start with. The range will be available immediately in Jakarta, Bandung, Semarang and Surabaya.

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Demand bounces back across product categories since easing of localised lockdowns: Apollo Tyres

To de-risk operations, the company has been growing its overseas markets. The company has launched a comprehensive brand offering in North America, backed by a full range of Apollo and Vredestein brand of tyres for commercial and passenger vehicles. Apollo Tyres aims to continue to grow the business organically in US.

Sharmistha Mukherjee ET Bureau

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East Delhi civic body gives new life to old tyres

East Delhi Municipal Corporation is giving new life to old vehicle tyres in the junkyard by reusing them to develop street furniture and benches in municipal parks.

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Here's how Apollo Tyres is creating more visibility in supply

chain

Apollo Tyres is integrating demand planning and sales forecasting from all distribution points globally using a single IT solution to all factories for better supply chain visibility.

Riya Pahuja ETCIO

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