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Ceat inks 2-year partnership with Bayer 04 Leverkusen

NEW DELHI: Tyre maker Ceat on Friday said it has joined hands with Bayer 04 Leverkusen, the Bundesliga champions and DFB Cup winners.

The two-year partnership designates the company as the premium tyre partner for the next two seasons, effective immediately, and will run until June 30, 2026.

"This is especially significant as both Ceat and Bayer 04 Leverkusen boast of rich heritage, each with over 100 years of history, making this partnership a fusion of two historic brands," Ceat MD and CEO Arnab Banerjee said in a statement.



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