

CEAT launches 'SecuraDrive' range of tyres for Compact SUVs

Mumbai, 24th June 2021: Leading Indian tyre manufacturer CEAT Tyres Ltd has announced the launch of a new premium tyre range for the Compact SUVs segment called SecuraDrive SUV. The new range of tyres will cater to the ever-growing compact SUV segment. Also, the new tyre borrows its name from the SecuraDrive platform, which is a platform for premium hatchbacks and sedans.

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.

Commenting on the launch, **Mr Amit Tolani, CMO - CEAT Tyres, 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 exclusively 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.

About 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 15 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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