

# T R E A D S





# Treads of **PARTNERSHIP!**

Innovative partnerships are the cornerstone of our commitment to revolutionizing the agricultural industry.

Collaborating with industry leaders such as Mahindra & Mahindra and AGCO, CEAT Specialty is redefining agricultural efficiency and productivity.

**Mahindra**

 **AGCO**  
Your Agriculture Company



## Powering progress together with **MAHINDRA!**

In January 2024, Mahindra North America unveiled its latest OJA tractors proudly fitted with CEAT Specialty tyres at the 2024 Mahindra Excelerate National Dealer Meeting held in New Orleans in Jan 2024.

Showcasing the cutting-edge technology and superior quality of both Mahindra tractors and CEAT Specialty tyres, the new OJA range was also presented at The World Ag Show in California and the National Farm Machinery Show in Kentucky.

Mahindra USA has chosen CEAT tyres as original equipment for its new OJA range of tractors, on account of the robust design of CEAT that ensures superior traction, durability, and performance. The new OJA range of tractors fitted with CEAT tyres demonstrates the commitment to providing farmers with innovative solutions that enhance productivity.





## CEAT Specialty shines bright at **EUROPEAN AGRI-TECH EXPOS!**

In January 2024, CEAT Specialty Agricultural products garnered significant attention across Europe as they were showcased at several renowned exhibitions. The journey began at the LAMMA Exhibition in the UK, where Nordic Tyres proudly displayed CEAT's offerings, followed by the Agri Exhibition in Hungary, hosted by Bohnenkamp KFT.

CEAT Specialty products also made a notable appearance at Italy's Fieragricola Exhibition by Fin Tyre and at Ireland's Spring and Farm Machinery Show, organized by JB Tyres.

The momentum continued into February with Centro Coche featuring CEAT Specialty Agricultural products at Spain's prestigious FIMA Exhibition.

These exhibitions showcased CEAT Specialty's commitment to innovation and excellence in agricultural tyre technology and emphasised its growing presence and impact within the European agricultural sector.



## Valued partners dive into CEAT's Ambernath Plant

We welcomed our esteemed partners, Bohnenkamp, Forrez International, Julian Lopez Grillo, and Manitou, to our Ambernath plant. During their visit, they had the opportunity to explore our cutting-edge machinery, witness our manufacturing processes firsthand, and delve into the innovative technologies.



# NEW PATTERNS

## Roll Out



### MULTILOADMAX (North America and EUROPE)

A versatile hybrid R-4 block tread design engineered for durability and performance on any terrain. This all-in-one tyre excels in mowing, utility work, snow ploughing, and trailer hauling, making it ideal for construction and agricultural operations.

Featuring a big centre block for stability on roads and unique angular grooves for better self-cleaning, it ensures consistent performance in varied conditions. The steel-belted carcass offers uniform load distribution and excellent puncture resistance.

With its uniquely designed bead area, the MULTILOADMAX provides superior traction on both on-road and off-road surfaces.



### HIGHWAY IMPLEMENT (EUROPE)

Highway implement tyres are tailored to meet the demands of heavy-duty equipment operating on highways and similar terrain. Their design, characterized by a larger land area and heavily grooved ribs, offers exceptional traction and stability, ensuring uniform wear and a longer lifespan.

Their heavy carcass and specially formulated compound enhance load-carrying capacity and durability while also enabling easy steering and overall stability, even at higher speeds.

Whether for agricultural machinery or industrial equipment, highway-implement tyres provide reliable performance and extended service life, making them an ideal choice for demanding applications.



# CEAT SPECIALTY'S KEY SIZES

hit the road in Europe

**FARMAX HPT** | Used for High Power Tractors

600/65R28 FARMAX HPT 154D TL



**SPRAYMAX** | Used for Sprayers

VF320/90R54 SPRAYMAX 168D TL SB

**FARMAC RC** | Used for Row Crop Tractor

320/90 R 46 FARMAC RC 148D/151A8 TL



**MULTILOADMAX** | Used for Multipurpose Application

600/70 R 30 MULTILOADMAX 166D/171A8 TL SB

# CEAT SPECIALTY'S KEY SIZES

## hit the road in Europe

**FOREST XL** | Used for Forestry Forwarder

710/45-26.5 FOREST XL 24PR TL SS



**LOGGER XL** | Used for Forestry Log Skidder

23.1-26 LOGGER XL 16PR TT

**FLOTATION PLUS** | Used for Trailers

560/60-22.5 FLOTATION PLUS 16PR

600/55-22.5 FLOTATION PLUS 16PR

700/50-22.5 FLOTATION PLUS 16PR TL



**HIGHWAY IMPLEMENT T422**

Used for Implements

9.5L-15FI HIGHWAY IMPLEMENT T422 LOAD RANGE D

11L-15FI HIGHWAY IMPLEMENT T422 LOAD RANGE F

12.5L-15FI HIGHWAY IMPLEMENT T422 LOAD RANGE F



# CEAT SPECIALTY'S KEY SIZES hit the road in Europe

**FARMAX AS** | Used for Implements & Agri Utility Tractors

23X10.50-12 FARMAX AS 12PR TL



**FARMAX R-1** | Used for Tractors

250/80-18 FARMAX R-1 8PR 115 A8TT

# UPCOMING TYRES

## in Europe

### **ELEVETA X3**

Used for Forklift

#### **APR**

7.00-15 12PR TT  
7.50-15 12PR TT  
21 X 8-9

#### **MAY**

5.00-8

#### **JUN**

7.50-16 16PR TT  
18/7-8 16PR TT

### **FARM IMP AWI 404**

Used for Trailers & Implements

#### **APR**

15.0/55-17 26PR FARM IMP AWI 404 TL

### **FARM IMP AWI305 NEW/22 PR**

Used for Implements

#### **APR**

11.5/80-15.3

#### **MAY**

10.0/75-15.3

### **FARMAX AS**

Used for Implements &  
Agri Utility Tractors

#### **APR**

5.00-10

#### **JUN**

31X15.50-15

### **FARMAX R1**

Used for Tractors

#### **APR**

7.50-20 8PR TT  
23.1-26 FARMAX R1 18PR dual bead  
24.5-32 FARMAX R1 12PR TL

#### **MAY**

8.00-20 8PR TT  
7.50-18 8PR  
7.00-18

### **FOREST XL**

Used for Forestry Forwarder

#### **APR**

710/45-26.5 24PR

# UPCOMING TYRES

## in Europe

### GRIP MASTER EX

Used for Skid Steer & Excavator

APR

8.25-20

### LOGGER XL

Used for Forestry Log Skidder

APR

28L-26  
30.5L-32

MAY

24.5-32 LS2 20PR

JUN

35.5L-32

### YIELDMAX

Used for Harvesters

APR

30.5L32 – 18PR  
24.5-32 YIELDMAX 23° 14PR TL

### FARMAX HPT

Used for High Power Tractors

APR

800/70R38 FARMAX HPT 187D/190A8 TL SB

### FARM IMPLIMENT 800 R

Used for Implements

APR

620/40R22.5 FARM IMPLIMENT 800R 154D

### MULTILOADMAX

Used for Multipurpose Application

APR

710/70R42 MULTILOADMAX 180D/185A8 TL SB  
400/70R20 MULTILOADMAX 144D/149A8 TL SB  
360/80R24 MULTILOADMAX 145D/150A8 TL SB  
360/80R28 MULTILOADMAX 142D/146A8 TL SB  
360/70R20 MULTILOADMAX 131D/136A8 TL SB  
360/80R20 MULTILOADMAX 143D/147A8 TL SB

# UPCOMING TYRES

## in Europe

### **TORQUEMAX**

Used for High Power Tractors

#### **APR**

VF520/85R46 TORQUEMAX 179D TL SB

#### **MAY**

VF710/60R30 TORQUEMAX 171D

VF900/50R42 TORQUEMAX 180D

### **SPRAYMAX**

Used for Sprayers

#### **APR**

VF380/105R54 SPRAYMAX 180D TL SB

### **LOADER XL**

Used for Loader

#### **APR**

17.5-25 LOADER-XL G 16PR TL

### **FARM IMPLEMENT I1**

Used for Implements

#### **APR**

200/60-14.5

250/65-14.5

### **TYROCK SUPER X3**

Used for Telehandler

#### **MAY**

23X8.5-12

### **FLOATMAX FT/RT**

Used for Trailers

#### **MAY**

600/60R30.5 FLOATMAX FT 173D

600/60R30.5 FLOATMAX RT 173D

650/65R30.5 FLOATMAX RT 176D

# UPCOMING TYRES

## in Europe

### **LAWNMAX**

Used for Garden/Compact tractor

**MAY**

220/55R12 LAWNMAX 82A8/82B

**JUN**

240/60R12 LAWNMAX 89A8/89B

### **GRIP XL HARD SURFACE**

Used for Skid Steer

**JUN**

12-16.5

### **GM LOADER HD**

Used for Trailers

**JUN**

27x10.50 - 15

**CEAT**  
**SPECIALTY**  

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**AGRICULTURE & OTR TYRES**

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