

CEAT Specialty Introduces Innovative Products for Agricultural and Forestry Sectors at EIMA 2024

Bologna, Italy – November 6, 2024 — CEAT Specialty unveils its new range of innovative agricultural and forestry tyres at EIMA 2024, Italy's leading agricultural exhibition, at Hall 35, Stand C6. Running from November 6–10, EIMA provides a global platform where CEAT Specialty will showcase its innovative tyres designed to enhance productivity, sustainability, and durability across diverse agricultural applications.

The lineup includes Farmax R65 X3, a tyre engineered to deliver optimal traction and stability across multiple terrains, ensuring both safety and efficiency in demanding agricultural settings. Additionally, CEAT Specialty Logger XL, specially crafted for rugged forestry work, with a reinforced tread for maximum durability and self-cleaning capabilities. Agricultural Tracks and Sustainmax are also among the highlights, offering soil-protective technology and eco-friendly materials to support sustainable agriculture practices.

The Italian market remains central to CEAT Specialty's mission, with products tailored for the country's unique farming landscape, from vineyards to forestry operations. CEAT Specialty's roots trace back to Turino, Italy, where the company was founded in 1924. This historical connection has shaped CEAT's commitment to delivering high-quality products and services tailored to the unique demands of Italian farmers and agricultural machinery.

CEAT Specialty's growth extends beyond Europe, supported by its advanced manufacturing plant in Ambernath, India, which produces high-quality agricultural tyres for markets worldwide. With an emphasis on meeting the specific needs of local markets, the Ambernath facility upholds CEAT's standards of excellence, safety, and environmental stewardship.

“Our participation at EIMA highlights CEAT Specialty's commitment to making advanced technology for the agricultural industry accessible worldwide” said Amit Tolani, Chief Executive of CEAT Specialty. “Italy is one of our key markets, deeply significant to us as CEAT's inception began here nearly a century ago. We're proud to support Italian farmers and businesses by delivering solutions that drive productivity, sustainability, and operational ease.”

CEAT Specialty invites all EIMA attendees to explore its latest advancements in agricultural tyre technology at Hall 35, Stand C6. This year's interactive booth experience will allow visitors to connect with experts, learn about CEAT's range, and understand the tangible benefits these innovative products bring to farming operations across Italy and around the world.