



## Media Information Note

### **Team Northern Pro Riderz Bags Five Trophies at Raid de Himalaya Riding on CEAT tyres**

**Mumbai, 15<sup>th</sup> October 2016:** Team Northern Pro Riderz riding on CEAT tyres bagged five trophies in the latest edition of the world's highest rally Raid de Himalaya across the extreme two wheeler and four wheeler categories including the 1<sup>st</sup> place finish by Umang Saxena in Extreme two wheeler categories in group c. Billed as one of the toughest rallies in the world, the seven day event kicked off on 7<sup>th</sup> October from Manali concluded today. This year, it witnessed participation from over 200 teams from across the country, who covered a total distance of 2000 km, travelling through some of the most picturesque locations in Himachal Pradesh.

The riders had to complete the 7 days rally through hilly terrain, muddy road, gravel, stone, peaks, slush hard rocky terrain and sand riding on the newly launched CEAT tyres.

#### **About CEAT Ltd:**

CEAT, the flagship company of RPG Enterprises, was established in 1958. Today, CEAT is one of India's leading tyre manufacturers with a capacity of over 800 tonnes per day and has strong presence in global markets. CEAT offers the widest range of tyres to all segments and manufactures world-class tyres for: Heavy-duty Trucks and Buses, Light Commercial Vehicles, Earthmovers, Forklifts, Tractors, Trailers, Cars, Utility Vehicles, Motorcycles, Scooters as well as Auto-rickshaws. CEAT enjoys a major market share in the Truck, Light Truck and 2-wheeler segment and its tubes and flaps are renowned for their superior quality and durability.

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