

CEAT Sends Three Sri Lankans To Singapore Grand Prix



Three Sri Lankans have won themselves trackside seats, air travel and accommodation to be in the thick of the action at the 2014 Singapore Night Races, courtesy of CEAT.

Ransiri Fernando, Jeremy McShane and Heshani Peris were the lucky winners of this opportunity offered by CEAT via a promotion conducted on EFM in August, for CEAT radial tyres.

Chosen from three categories of participants-new users of CEAT radials, existing users and those who answered an on-air quiz on the brand-the three winners each received a return air ticket, four-star hotel accommodation for three nights, race tickets for all three days of the event and passes for the post-race celebrations.

The CEAT-Singapore Night Race promotion was part of a larger, three-month radio promotion conducted by CEAT Kelani Holdings to celebrate the launch of a new 650 million rupee, state-of-the-art production facility in Sri Lanka earlier this year for the manufacturing of tyres for high-end cars and SUVs.

“Besides being the highest selling radial tyre brand in Sri Lanka CEAT has also become synonymous with motor racing in this country, as a result of the

achievements of the CEAT Racing Team on local circuits,” said Ravi Dadlani, Vice President Sales and Marketing – CEAT Kelani Holdings. “There was great synergy therefore, between the brand and this promotion, which helped us engage with a large cross section of radial tyre users.”