

become an ambassador

CEAT COMMERCIAL TYRES

Become a TIA & CEAT Ambassador

CEAT is built on the strength and support of our ambassador network and **we want you to be a part of it.**

As an Ambassador, you'll become the go-to dealer for CEAT truck and bus tyres in your area, with exclusive access to our TBR range. No local competitors - just your business, your customers, and the full support of TIA Tyres and CEAT behind you.

How to Qualify

To qualify, you'll simply need to maintain a volume of **30-50 TBR** tyres per month and simply share our commitment to strengthening the CEAT brand across the country. It's that easy!



Exclusive Regional Area Access

Enjoy full exclusivity on the CEAT TBR brand within a 30-50 mile radius.



Ambassador-Only Discounted Pricing

Access to exclusive pricing designed to grow your business.



Dedicated Support & Loyalty

Regular support visits & product training directly from CEAT and TIA.



Fast Delivery & Stock Options

Next-day delivery on warehouse stock and access to imprest stock.



Warranty & Mileage Guarantees

Offer customers an extra peace of mind with our warranty and mileage declaration guarantees.



Breakdown Coverage Support

Keep your customers moving with support from TIA's breakdown cover partner, WFM Solutions.

Ready to Join?

Grow your product range, strengthen your customer base, and build a lasting partnership when you join the CEAT Ambassador Program.

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