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CEAT Custom Tires Power Up Kalki 2898 AD's Futuristic Car

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In a first-of-its-kind collaboration, CEAT, a leading Indian tyre manufacturer, has designed and built custom tyres for “Bujji,” a massive 6-ton futuristic car featured in the upcoming sci-fi action film “Kalki 2898AD.” This project highlights CEAT’s commitment to innovation and its ability to provide solutions for even the most challenging and unconventional vehicle designs.



The Bujji, manufactured by Mahindra and Jayem Motors, is a beast measuring over 6 meters long, 3 meters wide, and over 2 meters tall. Weighing in at a hefty 6 tons, with exceptional torque and featuring a canopy and hubless wheels, the car necessitated tyres specifically engineered to match its capabilities.

CEAT Meets the Challenge

CEAT's custom-built tyres embody the company's vision of "Crafting for the Curious," underlining their dedication to pushing boundaries and enabling exploration. These one-of-a-kind tyres are designed to handle the immense torque and cornering demands of both off-road and on-road environments.

Key Features of the Custom Tyres

- **Industry-leading low aspect ratio:** This design element not only enhances the visual appeal of the vehicle but also improves braking due to the wider footprint and larger rim fitment.

- **Enhanced traction and stability:** The block design with a circular support base ensures superior grip on various terrains, while the special shoulder design optimizes cornering capabilities.
- **Superior durability:** Steel-belted construction provides exceptional stability and resistance to punctures, crucial for the high-performance demands of the Bujji.

Statements from Key Figures

- **Mr. Arnab Banerjee, MD & CEO of CEAT Limited:** "The custom-built tyres for Bujji represent the pinnacle of our engineering expertise. We are proud to have contributed to this groundbreaking project, showcasing our commitment to innovation and excellence in tyre manufacturing."
- **Mr. Amit Tolani, Chief Executive of CEAT Specialty:** "Collaborating on Bujji for Kalki 2898AD was an incredible opportunity. This project has set the stage for our future in tyre innovation. Our team and our tyres are truly Crafted for the Curious, driving us to explore uncharted territories and envision the future."

- **Mr. Nag Ashwin, Filmmaker of Kalki 2898AD:** “The dedication and expertise of CEAT in developing these tyres have brought a vision to life that is beyond our expectations.”

Looking Ahead

CEAT’s successful development of tyres for Bujji demonstrates the company’s ability to adapt and innovate in the face of unique challenges. This project has the potential to pave the way for further advancements in tyre technology for future vehicle designs.

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All-New BMW R 1300 GS Launched at INR 20.95 Lakh

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Successor to the world’s best-selling adventure tourer has arrived today, boasting upgrades and power.

German powerhouse BMW lifts the wraps off the much-anticipated BMW R 1300 GS in India today, marking the arrival of the successor to the world’s best-selling adventure touring motorcycle.

Launched globally in September 2023, the R 1300 GS takes the baton from its predecessor with a comprehensive refresh. Gone are the nostalgic, slightly asymmetrical headlights, replaced by a sleek and modern design. But the heart of the beast remains a 1300cc boxer engine, now the most powerful BMW boxer ever produced, churning out a mighty 145 horsepower and 149 Nm of torque.

BMW R 1300 GS Variants Explained

BMW offers the R 1300 GS in a range of five variants, catering to diverse rider preferences. The base “Light White” model provides the core features, while the “Triple Black” variants offer a stealthy, aggressive look. For those seeking a touch of competition spirit, the “GS Trophy” edition boasts a sporty red and white theme. The pinnacle of luxury comes in the form of the “Option 719 Tramuntana,” featuring a stunning Aurelius Green finish, gold wheels, and milled aluminum parts.

Comfort And Features

The R 1300 GS comes standard with Connectivity, featuring a crisp 6.5-inch full-color TFT display. Paired with the standard BMW Motorrad Multi-Controller, this intuitive system grants riders quick access to essential vehicle information and connectivity functions, keeping you informed and in control during your ride.

Standard Package

The standard Comfort Package provides a suite of features designed to enhance your journey. It includes a center stand for easy maintenance, an adjustable windscreen for personalized wind protection, a cockpit trim and wind deflector for a refined feel, and a Passenger Kit that ensures your companion enjoys the ride just as much. This kit includes a comfortable passenger seat, backrest, and luggage carrier.

Touring Package

For those seeking an even more equipped machine, the Touring Package (available only with the Option Styles package) expands your capabilities. It adds features like central locking, preparation for navigation, a chrome-plated manifold for a touch of style, left and right case holders for additional storage, hand protector extensions for enhanced protection, and a topcase holder for maximum luggage capacity.

For enhanced comfort and convenience, the new model boasts a range of standard features. These include:

- **Keyless Ride:** Effortlessly unlock and start your ride.
- **Heated Grips:** Keep your hands warm on chilly journeys.
- **Smartphone Charging Compartment:** Stay connected with a dedicated charging space featuring a USB socket.
- **12V On-Board Power Socket:** Power additional accessories with ease.

Safety and Performance Focus

Further enhancing the riding experience, the motorcycle comes standard with:

- **Hand Protectors with Integrated Turn Indicators:** Improve visibility and protect your hands.
- **Lithium-Ion Battery with Battery Guard:** Enjoy reliable power and extended battery life.
- **Dynamic Cruise Control (DCC) with Brake Function:** Maintain a set speed and brake automatically for a smoother ride.

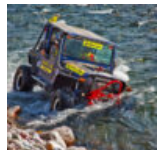
The R 1300 GS enters a competitive arena, facing established rivals like the Harley-Davidson Pan America and the Triumph Tiger. It's also poised to go head-to-head with the upcoming KTM 1390 Adventure.

BMW R 1300 GS is priced at ₹20.95 Lakhs. With its upgraded performance, modern design, and range of variants, the R 1300 GS looks set to continue the legacy of its predecessor and redefine adventure touring for Indian riders.

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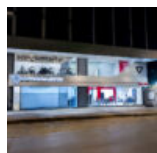
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