



CEAT Enduro Park Ladakh, places India on the Global Enduro Map as Asia's Highest-Altitude Motorcycle Training Arena

- Recognised by the India Book of Records and Asia Book of Records
- Located at 3,500 metres elevation in Leh, the purpose-built off-road arena has trained over 2,500 riders since opening in August 2024
- Recognition marks a milestone in CEAT's effort to build a structured ecosystem for off-road rider training and local skill development in Ladakh

Leh, August 13, 2026

CEAT Limited today announced that the CEAT Ladakh Enduro Park has been recognised by the India Book of Records and Asia Book of Records as **Asia's Highest-Altitude Motorcycle Training Arena**.

Located at approximately 3,500 metres above sea level in Leh, the permanent, purpose-built off-road training facility has trained more than 2,500 riders since it opened on August 7, 2024. Set amid Ladakh's demanding high-altitude terrain, the Park combines naturally challenging riding conditions with a professionally designed track and purpose-built obstacles, creating a distinctive environment for riders to develop off-road technique, confidence and control.

The recognition was marked at a felicitation ceremony held at the Park today, attended by CEAT leadership, adventure riders and members of Ladakh's motorcycle community.

Lakshmi Narayanan B, Chief Marketing Officer, CEAT Limited, said, *"The recognition of the CEAT Ladakh Enduro Park by the India Book of Records and Asia Book of Records is a significant milestone for us. When we created the Park, the ambition was to build more than an off-road track - we wanted to create a credible platform where riders could learn, improve their skills and experience some of the most challenging motorcycling terrain in the world in a structured environment. Having trained over 2,500 riders in two years, the Park is also demonstrating the potential to build a stronger culture of skilled and responsible adventure riding in India."*

Conceived as a centre of excellence for India's growing off-road riding community, the Ladakh Enduro Park has been designed to take riders through a progressive learning journey rather than function merely as a recreational track. Its structured three-level training programme caters to riders across skill levels and focuses on terrain navigation, body positioning, motorcycle control and obstacle management.

Beyond recreational and advanced rider training, CEAT is also using the facility to strengthen the local motorcycling ecosystem in Ladakh. In partnership with the Ladakh Bike Rental Cooperative Association, the company conducts a dedicated Marshal Training Programme aimed at developing the on-ground skills required to guide riders safely through the region's demanding high-altitude conditions.

The programme covers three levels of off-road riding, along with first aid and CPR, emergency and accident response, hand signals for turns and hazards, motorcycle setup across varying terrain, and customer handling and communication. Participants receive certification on completion.

The initiative is also intended to create opportunities for young local riders and marshals to learn from experienced professionals and develop pathways into professional marshalling and competitive riding, adding a community and livelihood-development dimension to the Park.

With professionally designed training infrastructure, expert-led coaching and Ladakh's natural terrain coming together at one location, CEAT Ladakh Enduro Park seeks to establish a new benchmark for off-road rider development in India while making one of the country's most iconic motorcycling destinations a place not only to ride, but also to train and build capability.

About CEAT Ltd (www.ceat.com):

Founded in 1924 in Italy, CEAT is a leading tyre manufacturer with a strong presence in over 110 countries.

Headquartered in Mumbai, India, CEAT is the flagship company of the RPG group. It produces more than 41 million high-performance tyres, catering to various segments like 2-3 Wheelers, Passenger and Utility Vehicles, Commercial Vehicles and Off-Highway Vehicles.

CEAT is the first tyre brand in the world to receive the prestigious Deming Grand Prize from the Union of Japanese Scientists and Engineers (JUSE), for outstanding achievement in the field of Total Quality Management. It is also the first tyre brand in the world to be awarded Lighthouse Designation by the World Economic Forum for its use of fourth industrial revolution technologies.

About RPG Group (www.rpggroup.com):

RPG Group, established in 1979, is one of India's fastest-growing business groups with a turnover of US\$ 5.2 billion. The group has diverse business interests in the areas of Infrastructure, Tyres, Pharma, IT and Specialty as well as in emerging innovation-led technology businesses, with a footprint in over 135 countries.

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