

Mitas

NEWSLETTER FOR CUSTOMERS AND FRIENDS OF MITAS



Mitas Agriterra 02 tyres
(650/65R26.5) mounted on
a Joskin agricultural tipping trailer.

Mitas tyres for agricultural transport

Mitas trailer radial tyres are developed specially for agricultural transport. The offer covers a wide spectrum of load capacities and other operating conditions and is suitable for both agricultural machinery in regular use as well as special applications. "The key properties we focus on when developing these tyres are off-road and on-road fuel consumption, footprint size, which determines ground pressure, self-cleaning capabilities, and on-road noise levels," explained Pavel Kott, Product Manager for Mitas agricultural tyres. The main product ranges are the Agriterra 02 to 04 for modern, large-volume trailers with high load capacities, and the AR (Agricultural Radial) 01 to 06 radial implements designed primarily for smaller machinery.

The Agriterra range is a new generation of fast, high-performing agricultural tyres. They are used on agricultural trailers where high load capacities are required, such as flat trailers, loading and transport vehicles, semi-trailers and tankers. They are also suitable for fertiliser spreaders and other machinery. Their large footprint effectively spreads vehicle weight, which protects the soil. "Lower soil pressure and reduced compaction are essential to maintain good soil condition, which in turn promotes crop growth and yields. Deeper soil compaction damages plant root systems, which has an adverse impact on growth," said Kott. The innovative tread pattern also reduces the on-road

noise produced by these tyres. The steel belting and reinforced rim attachment using hexa-core technology ensure stable rim seating even at low inflation pressures, enabling the use of automatic inflation systems. The steel-reinforced tread reduces tyre wear and the risk of damage. With low rolling resistance and high load capacities, Agriterra tyres also offer excellent operating economy.

The Agriterra 02 and 04 tread patterns are gentle to grassland thanks to their high positive share and rounded shoulder. They also feature low noise levels, low rolling resistance, and low fuel consumption. The Agriterra 04 tread pattern is designed with a larger rounded shoulder and

a tread block arrangement that offers improved self-cleaning properties. The Agriterra 03 has excellent self-cleaning properties, partly due to the open space between the tread lugs that increases towards the shoulder. This provides an advantage off-road and under unfavourable climatic conditions.

For all surfaces

The AR tyre range offers exceptional variability to farmers because they can be used on varied surfaces and cover a wide range of load capacities. These tyres offer well-proven tread

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patterns, as they were one of the very first radial tires in Mitas' agriculture portfolio. The AR-01 is a universal choice for on-road and off-road use. It is available in three versions for 22.5-inch rims. Two sizes offer speeds of up to 80 km/h, and it is an all-steel design characterised by low fuel consumption combined with long service life. The top speed of the third version is 50 km/h.

The version with the AR-02 tread pattern is produced in the 560/60R22.5 IMP 161 D size and offers high grip levels thanks to its robust lugs, optimal pressure distribution, and balanced on-road and off-road driving characteristics. The tyre is approved for speeds of up to 65 km/h and is the most common size in the EU.

The AR-03 radial tyre for universal service is especially suitable for use on self-loading forage wagons and agricultural trailers for speeds of up to 65 km/h. The low inflation pressure and large footprint make it gentle on both soil and grassland. The evenly distributed tread pattern also makes

this tyre suitable for utility vehicles (such as pavement cleaners) and for long distances. It is produced in the 500/50R17 IMP AR-03 149 D size.

The AR-04 radial traction tyre was primarily developed for use on meadows and pastures, where it protects grassland and is particularly suitable for work on slopes. It also guarantees quiet on-road operation at speeds of up to 65 km/h, while its optimised tread pattern also ensures low wear levels. It is available in the 440/50R17 IMP AR-04 135 D size.

Another Mitas radial implement tread pattern design is the 355/60R18 AR-05 intended for agricultural and utility trailers approved for speeds of up to 100 km/h. It features an all-steel construction that protects the tyre from damage. It offers low rolling resistance through its longitudinally oriented tread pattern with rounded shoulders.

The latest addition to the Mitas radial implement offer is the AR-06. This is a special

traction tyre for off-road use. Its optimised lug design provides it with excellent traction performance. Its large footprint also spreads the pressure on the soil. It is designed for smaller agricultural machinery like straw balers and smaller mowers. It is especially suitable for off-road operation, where its directional tread pattern ensures good stability even on softer ground. The load capacity of this new tyre is 3,750 kg at a nominal speed of 40 km/h, inflation pressure of 5 bars, and when used on a towing wheel. It is produced in the 500/40R17 IMP size.

Mitas radial implements are installed as original equipment by a range of renowned European agricultural trailer manufacturers. "With its wide offer of agricultural radial implements, Mitas covers the majority of farmers' towing machinery and trailer needs. We are also continuously monitoring market demand in this segment and will adjust our offer accordingly," concluded Kott. (JB)



Mitas 440/50R17 IMP AR-04 mounted on the Volcan tractor. These radial traction tyres are ideally suited for working on grassland or on slopes and allow a maximum speed of up to 65 km/h.

Agriterra in brief

- Today, Mitas offers a total of 18 radial flotation tyres with the Agriterra 02, 03 and 04 tread patterns for rims of 22.5 to 32 inches
- The Agriterra 02 tread pattern, suitable for grassland, features 14 versions in total
- Largest size: 800/65R32 IMP 185 D with the Agriterra 04 tread pattern
- Smallest size: 500/60R22.5 IMP 161 D with the Agriterra 02 tread pattern
- Top speed: 65 km/h



A new radial tyre for excavators

Mitas has launched a newly developed EX-01 tyre for wheeled excavators. It is the first radial tyre featuring the non-directional EX-01 tread pattern and reinforced sidewall construction exclusively designed for these machines.



The EX-01 non-directional tread pattern with a reinforced sidewall construction has been designed for wheeled excavators.

This new member of the excavator tyre family is designed not only for paved roads but also for demanding crushed stone or gravel terrains, which place high demands on tyres. With its all-steel construction, the new EX-01 tyre offers greater stability and high puncture resistance. "Dual mounted tyres are often damaged by stone ingress. To date, construction machinery manufacturers have protected the tyres with rubber rings. However, on the EX-01 tyre, we've solved the problem with a reinforced sidewall that ensures close contact between the tyres, preventing damage," explained Jaroslav Musil, Mitas Product Manager for material handling & construction tyres.

The radial construction, used for the first time on Mitas excavator tyres, increases the tyre's lifespan while providing the operator with a comfortable ride and low fuel consumption. The shaped shoulder of the new EX-01 tread ensures effective grip on soft surfaces, while the thicker

central tread improves stability and ensures smooth running on hard surfaces.

This new tyre is currently offered in a single size, the 315/80R22.5 EX-01. Its outer diameter is 1,103mm and it allows a static load of 8,810 kg when inflated to 8.5 bars. Its load capacity is 3,380 kg at its top speed of 50 km/h.

"Mitas is committed to providing great tyres for excavators, something further confirmed by this new tyre. We believe that the radial construction of the EX-01 will prove successful in this segment and convince users of the advantages of radial tyres in these demanding conditions," concluded Musil.

In addition to the EX-01, Mitas currently offers 15 other sizes of diagonal tyres for excavators with five different tread patterns, the EM-22, EM-23, NB 38, NB 38 Extra ML and TI-12. (JB)



Mitas tyre pressure app for farmers

The right tyre pressure is in the palm of your hand with the Mitas tyre pressure app for agricultural tyres. "This easy-to-use app for both Android and iOS devices gives users quick access to the information they need, from the right tyre pressure for agricultural tyres to the location of their nearest Mitas dealer. Adopting the right tyre pressure can significantly reduce farming costs, which makes the app an indispensable tool for farmers," said Regina Fíčková, Mitas Digital Marketing Manager.

To get started, download the app and go to "Settings" to select your preferred language among the six available: English (also US English), German, French, Italian, Spanish and Czech. Then go to "Search" to find the tyre

Download the app here:



App Store

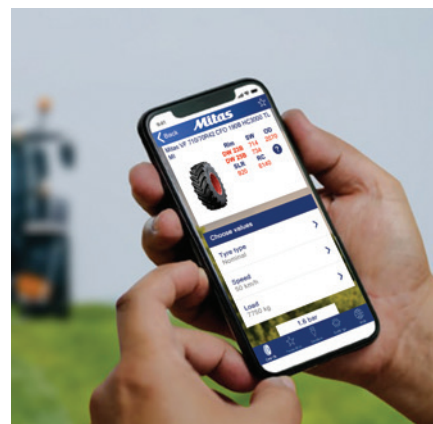


Google Play

you are looking for, either by using the text search option or by choosing from the list of available tyre sizes and tread patterns.

Next, enter the speed and cargo weight and the app will immediately display the optimal tyre pressure for your agricultural tyre. If you change the speed and load data, the app immediately updates and shows the recalculated tyre pressure, so you always get the most out of your tyres. Once you are set up, add the results to your "Favourites" for quick and easy access in future.

Tap on "Dealer locator" to find the one closest to you and start planning your visit to



buy new Mitas tyres. The app will also show you notifications with important information and updates. Download the free Mitas tyre pressure app from the App Store or Google Play. (JB)

Draw your Mitas tyre!

Mitas agricultural tyres have many unique properties not found in any other tyres. Mitas therefore invited those who use Mitas agricultural tyres every day to join a challenge and submit illustrations showing the tyre features that make a difference in their lives.

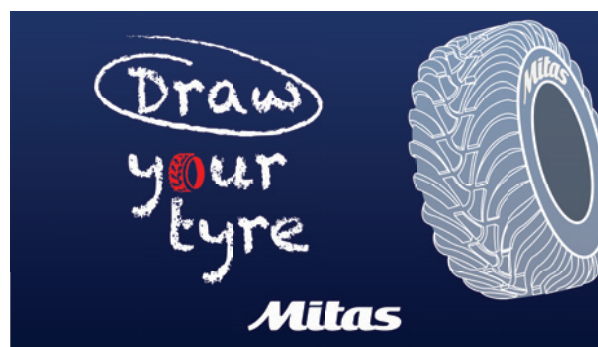
A special website was launched for this Draw Your Tyre challenge in July, featuring instructions on how to participate. Mitas lovers can easily select the tyre they are interested in and then make an illustration emphasising one of its key properties.

The submitted works – drawings, graphic illustrations, paintings or collages – will be displayed on the challenge website and also on the Mitas agricultural tyres Facebook profile, where anyone can vote for them. "Mitas lovers rely on our tyres to carry out the work they perform every day with remarkable passion. We want to give them the chance to use that same passion to unleash their creativity and have fun playing with the products they know and love. That's why

what really matters to us is the idea behind the illustrations – we are looking forward to seeing our products through the eyes of our loyal Mitas customers," said Silvia Giacoia, Brands & Communications Director at Trelleborg Wheel Systems.

Of the ten most popular illustrations the evaluation committee will select three, and their authors will receive great prizes: first place gets a smartwatch, second place a set of Mitas sportswear, and third place a Mitas backpack. The illustrations with the most votes may appear in Mitas advertising.

The challenge is open until October 31, and votes can be sent until November 15. Check out the Mitas Draw Your Tyre challenge! (JB)



Scan the QR code or visit <https://drawyourtyre.digitalcontest.it/mitas/> and join the Draw Your Tyre challenge!

Fairs are back!

In September, Mitas agricultural tyres were on display at two key agricultural events – the Farm Progress Show that took place on August 31–September 2 in Decatur, Illinois, and INNOV-AGRI in Outarville, France (September 7-9). Our Mitas team was very happy to showcase its reliable tyres at these events and meet a lot of people interested in agriculture again.





The new 2021 Piaggio Beverly 400 and Beverly 400 S models are fitted with Mitas TOURING FORCE-SC tyres. Photo by Piaggio.

Piaggio uses Mitas TOURING FORCE-SC

Mitas TOURING FORCE-SC tyres have been selected as original equipment for the new 2021 Piaggio Beverly 400 range. These tyres are an excellent choice for urban mobility.

"We are very pleased to have been selected as an original equipment supplier for the new Piaggio Beverly 400. The partnership represents a further strengthening

of our relationship with Piaggio and our efforts to provide products for efficient urban mobility," says Gustavo Pinto Teixeira, Vice President Two Wheels and Specialty Tires business unit at Trelleborg Wheel Systems.

The Piaggio Beverly 400 is redefining the concept of urban mobility, which started to evolve twenty years ago. This sporty and elegant motorcycle is taking the riding experience to another level. The new 2021 Piaggio Beverly 400 and Beverly 400 S are fitted with Mitas TOURING FORCE-SC 120/70 -16 front and 150/70 -14 rear tyres.

Mitas TOURING FORCE-SC is an ideal travel partner for daily urban mobility. Its tread pattern, inspired by the Mitas TOURING FORCE sport touring tyre, offers all the benefits of this tyre. Easy handling, comfort and grip in all weather conditions allow riders to fully master city traffic.

JANJA LIKAR ČARMAN, MITAS MOTO



TOURING FORCE-SC are scooter tyres for daily urban mobility.



Watch the video introducing Mitas scooter tyres here.

IN short

New languages for mitas-moto.com

The Mitas Moto website is now available in five new languages – Italian, Spanish, Portuguese, French and Czech. Adding these versions increases accessibility while providing a better user experience and more effective search options for Italian-, Spanish-, Portuguese-, French- and Czech-speaking users. "We will continue to strengthen our communication with different markets as we believe language support is another way to bring Mitas Moto closer to customers," said Janja Likar Čarman, Marketing Manager for Mitas motorcycle tyres. Mitas-moto.com is currently available in seven language versions.



Trees for the future

Employees at the Trelleborg Wheel Systems production facility in Otrokovice, Czech Republic, where Mitas tyres are produced, took the initiative of planting 100 trees around their workplace. "We know that our new facility impacts the local environment, so we wanted to do our part to improve our surroundings, the climate, and perhaps leave our planet better than we found it. We're proud to take climate action by planting this lovely grove near our Otrokovice site, and we'll make sure it's properly cared for," explained Josef Křemeček, Manufacturing Director at the Otrokovice plant. This was just the first stage of a planned landscaping program that will continue in the months ahead.



Mitas motorcycle and aircraft tyres are part of the Two Wheels & Specialty Tires business unit of Trelleborg Wheel Systems.

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Mitas is one of Europe's leading tyre brands for agricultural machines, construction vehicles, material handling equipment, motorcycles, and other specialty segments. www.mitas-tyres.com