



Mitas announces official sponsorship of the 2022 Tractor Pulling Euro Challenge

In line with its increasing involvement in tractor pulling, Mitas is proud to announce its official sponsorship of the *2022 Mitas Euro Challenge*. This top-level event will take place on August 26 to 28 in Great Eccleston, Great Britain. Organized by the European Tractor Pulling Committee (ETPC) and hosted by the North West Tractor Pulling Club, European teams will compete in eight classes during the 3-day event.

Emil Houška, Communications & Brand Senior Manager for Mitas tyres, says: "This is a key event for us, as we continue to develop tyres especially for tractor pulling, in the two most common sizes. We will have a range of agricultural tyres on display, including our PowerPull 01 tyres in 24.5L32 and 30.5L32 sizes, universal silent running HCM (High Capacity Municipal) tyres for all-season use, and AGRITERRA 02 tyres for modern agricultural trailers. We are excited to meet attendees and demonstrate them how our tyres can facilitate their everyday work and challenge.

"During the event, a special interview with Kevan Whittingham from Team Whittingham tractor pulling team will be held at our Mitas trailer, giving visitors the chance to listen to his experiences and the benefits of PowerPull 01 tyres. We are so proud to continue to support this great event in one of the world's most powerful motorsports."

The tractor pulling show will take place from Friday August 26, to Sunday, August 28 with visitors able to see all tractor pulling classes competing.

Mitas is also proud to be the official sponsor of the Mitas Eurocup Series 2022 tractor pulling series, organized by the European Tractor Pulling Committee.

More information about the *2022 Mitas Euro Challenge* can be found here: www.mitas-tyres.com/en/news-and-pr/mitas-eurocup-series-2022

For more details about Mitas PowerPull 01 tyres visit: <https://www.mitas-tyres.com/en-au/products/agricultural-and-forestry-tyres/tractors/tractor-diagonal/powerpull-01>

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For **more information** or **high-resolution** pictures, please contact:

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