



Mitas: a legacy of reliable agri tires at EIMA 2024

- **At EIMA (International Agricultural & Gardening Machinery Exhibition) from November 6 to 10 in Bologna, Italy, Mitas Stand B/7 | Hall 16 will feature tires meet modern agricultural operations**
- **Designed for tractors, harvesters and high-capacity transport, Mitas makes sure farmers can count on their tires to get the job done**

For decades, Mitas has been ensuring that farmers can get their jobs done with reliable tires that work for them. At this year's EIMA exhibition from November 6-10 in Bologna (Italy), the Mitas Stand B/7 in Hall 16 will once again feature a range of radial agricultural tires that help farmers increase yields, decrease soil compaction, and operate smoothly in and out of the fields in every season, including:

- **VF800/70R38 HC 3000 CFO:** one of the latest size added to this tire line. The HC 3000 tires are designed for high-powered tractors and harvesters that carry out Cyclic Field Operations (CFO) with repeated changes in tire loads. With VF (Very High Flexion) technology, which guarantees up to 40% greater load capacity compared to standard tires, the HC 3000 tire delivers efficient load distribution, reducing soil compaction and fuel consumption.
- **710/70R42 SFT.** With its distinctive shape, the SFT (Super Flexion Tire) tire is developed for high-horsepower tractors, where performance and reliability are essential. Its pattern design and carcass structure assure high traction and large footprint enhancing the performance. These characteristics make the SFT a tire with excellent productivity, thanks to transport speeds of 65 km/h while saving time and operating costs.

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- **540/65R30 HCM.** Designed for all-season jobs, the all-purpose HCM (High Capacity Municipal) radial tire provides great traction on all terrains, from hard surfaces to mud and snow. It's a universal, silent-running tire particularly suitable for municipal and road maintenance tractors, telehandlers with loaders, and more. The steel-belted radial construction and unique tread design give the HCM range high durability, with operators counting on self-cleaning, smooth operations, and good steering, even at high speeds.
- **270/95R48 AC90 in dual mounting configuration.** These narrow tires, designed for row cultivation, ease driving between plants without causing damage, leading to higher yields. Their rounded shoulders, deep lugs, and durable construction protect crops, provide excellent traction and stability, and support high load capacity and speeds up to 65 km/h. Additionally, their self-cleaning properties reduce slippage in muddy conditions.

The Mitas team will be ready at Stand B/7 in Hall 16 during EIMA exhibition to connect with professional farmers and work together on choosing the right tire to meet their specific operations and machinery.

Roberta D'Agnano, Brand Director Mitas, emphasizes the long-standing partnership that Mitas has built with its customers, stating, *"EIMA has always been the international agricultural marketplace, and Mitas tires have consistently been at the forefront, helping farmers in their daily challenges with reliable, hard-working tires developed through extensive fieldwork. With decades of expertise, Mitas combines tradition with modern innovation, building on a rich legacy to shape a trusted brand. For this EIMA, we are launching a new brand campaign truly representing our on-going support for farmers and their machinery across generations. This year, as in the past, we have something for everyone: our latest tire ranges are designed to enhance performance and protect the ground across various applications, ensuring that end-users can rely on Mitas tires throughout the entire life of their vehicles"*.

www.mitas-tires.com



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Mitas is the tire brand for customers across Agricultural, Material Handling, Construction and Two-Wheeler markets with a decades-long tradition. The Mitas portfolio offers reliable tires that meet the everyday challenges on the job or out on the trails on two wheels.

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