

Mitas gears up for Agrishow 2025 with its agricultural specialized tire solutions

- ***Mitas is set to exhibit at Agrishow 2025 in Ribeirão Preto (SP), from April 28 to May 2, at Booth E8b, bringing its tire range designed to enhance efficiency in Brazilian agriculture.***

Mitas, a leading brand in the agricultural tire industry, is ready to participate in Agrishow 2025, one of the world's largest agribusiness fairs. Celebrating its 30th anniversary, Agrishow will take place from April 28 to May 2 in Ribeirão Preto, São Paulo, bringing together thousands of professionals, manufacturers, and industry leaders to explore the latest innovations in agricultural technology.

Mitas is bringing its expertise in agricultural tires to Agrishow 2025, where it will present a selection of radial tire solutions at booth E8b, reinforcing its commitment to enhancing productivity and efficiency in Brazilian agribusiness. Among the key solutions on display will be the HC 3000, HC 1000, and SFT (Super Flexion Tire) models, designed to meet the demanding needs of modern farming.

HC 3000: Enhanced Load Capacity and Soil Protection

The Mitas HC 3000 tire is engineered for high-horsepower tractors and harvesters performing Cyclic Field Operations (CFO). One of the latest additions to this range is the VF800/70R38 size, featuring Very High Flexion (VF) technology. This advanced design allows for up to 40% higher load capacity compared to standard tires, ensuring efficient load distribution, reducing soil compaction, and optimizing fuel consumption.

HC 1000: Superior Performance for Sprayers

Mitas will also showcase the new size of the HC 1000 series, the VF 320/105R54 CFO 169D, a narrow tire specifically developed for sprayers. Built for field applications with repetitive cycles, this model combines high durability with VF technology to maintain constant pressure at varying speeds. With a load capacity of up to 2,930 kg per tire, the HC 1000 enhances operational efficiency, minimizes soil compaction, and supports better crop yields.

www.mitas-tires.com



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SFT: A Market-Leading Tire for High-Power Tractors

The SFT 710/70R38 tire, a top choice among Brazilian farmers, stands out for its exceptional traction and durability. Engineered for high-power tractors, it features a wide footprint that enhances performance and stability in demanding field conditions. Its robust carcass structure supports speeds of up to 65 km/h, maximizing productivity while reducing operating costs.

“Mitas has a strong presence in Brazil, and Agrishow is an important opportunity for us to connect with farmers and industry professionals,” said Mauro Oliveira, Sales Manager for Original Equipment at Mitas. “We are excited to showcase our reliable and high-performing tire solutions that serve as trusted partners for farmers, helping to improve efficiency, reduce soil compaction, and support the needs of modern agriculture.”

Agrishow is recognized as one of the largest and most influential agribusiness fairs in the world. The event brings together manufacturers of machinery, implements, and agricultural technologies, serving as a strategic platform for industry professionals seeking to enhance productivity and competitiveness in Brazilian agribusiness.

Mitas’ participation in Agrishow 2025 reaffirms its dedication to providing effective solutions that support the evolving demands of modern agriculture. Visit booth E8b to discover how Mitas tires can enhance efficiency and improve farming operations.

To find out more about Mitas agricultural tires go to: www.mitas-tires.com

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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