

Mitas drives performance and reliability forward at Agrishow 2026

- **Mitas GRANTERRA makes its debut in the Brazilian market, designed for high-horsepower tractors in demanding applications, where traction, performance and reliability are essential.**
- **At Agrishow 2026, Mitas presents its proven, high-performing tire solutions, addressing a comprehensive range of field applications**

Mitas will showcase its latest agricultural tire solutions at Agrishow 2026 in Ribeirão Preto, Brazil, one of the largest agricultural trade fairs in Latin America, bringing together key players from across the farming industry.

At booth E8b, Mitas will present its portfolio focused on performance, reliability and long service life, highlighting solutions developed to meet the demands of modern agricultural operations.

The spotlight is on GRANTERRA, the new Mitas flagship tire designed for high-horsepower tractors and the most demanding farming environments. Making its debut in Brazil, GRANTERRA represents an important step in bringing proven Mitas solutions to a market characterized by large-scale operations and intensive use.

The tire integrates Very High Flexion (VF) and Pressure Field Operation (PFO) technologies, enabling it to carry heavy loads at lower inflation pressures while maintaining consistent performance in both field and transport operations. Its robust carcass construction supports long service life and dependable performance under high loads and repetitive cycles.

The tread design has been developed to ensure strong traction and efficient power transfer, helping reduce slippage and optimize machine performance in the field. At the same time, the larger footprint supports effective ground contact, contributing to balanced pressure distribution.

With GRANTERRA, Mitas responds to the needs of modern farming, where machines are becoming more powerful and operational efficiency is key.

Press Release

14.04.2026



Complementing this product, Mitas will also present key solutions from its established portfolio:

- **HC3000** (VF 710/70R42TL 190B CFO), developed for high-power harvesting machines and cyclic field operations. Featuring Very High Flexion (VF) technology, the tire delivers high load capacity at low inflation pressure, supporting strong traction, reduced slippage and effective soil protection during demanding and repetitive work cycles.
- **HC1000** (VF 320/105R54 CFO 169D), narrow VF tire range designed for self-propelled sprayers and row-crop applications, optimized for repetitive field cycles. Its construction ensures consistent pressure distribution, helping reduce soil compaction and crop damage, while maintaining stability, load capacity and efficiency in the field.
- **HCM** (710/70R42 IND 180D/185A8), versatile tire for municipal, industrial and mixed-use applications, designed for all-season use on both on- and off-road surfaces. The radial steel-belted construction ensures durability, stability, low noise levels and reliable performance across varying operating conditions.

These products reflect Mitas' focus on delivering reliable solutions tailored to different agricultural applications and operating conditions, by combining a strong heritage with a practical, field-oriented approach.

"Mitas is a brand with deep agricultural roots and a clear ambition to continuously evolve alongside farmers' needs. The introduction of GRANTERRA is a key milestone, bringing a new solution to a market that demands high performance and reliability. Together with our proven portfolio, we are offering products that deliver real value in the field," says Fábio Metidieri, Agricultural Tires Director South America at Yokohama TWS.

Mitas invites visitors to meet the team and discover its latest solutions at booth E8b during Agrishow 2026.

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

Mitas is the tire brand for customers across Agricultural, 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.

www.mitas-tires.com



Press Release

14.04.2026



Press Contact:

Valentina Bucciarelli

Brand and Communication Manager - Mitas

Yokohama TWS

Email: Valentina.Bucciarelli@yokohama-tws.com

News Online Section: www.mitas-tires.com/press-releases

www.mitas-tires.com

