



Mitas takes the lead in NTPA as official title sponsor

- **Mitas becomes the Official Agriculture Tire Sponsor of the NTPA and Title Sponsor of the Mitas National Finals Pull-Off, strengthening its commitment to the highest level of tractor pulling in North America**

Mitas is proud to announce a three-year partnership with the National Tractor Pullers Association (NTPA), strengthening its position at the heart of one of the most powerful and demanding motorsports in North America.

From 2026 through 2028, Mitas will serve as the Official Agriculture Tire sponsor of the championship. The company brings its proven expertise in traction and durability to a sport where tractors and trucks are pushed to the absolute limit.

Tractor pulling is a true test of raw power and engineering. Highly modified machines compete to drag a heavy sled down a dirt track, with resistance building foot by foot until only the strongest, and best-prepared, can go the distance. It's all about transferring massive horsepower to the ground under extreme conditions, where grip, consistency, and tire performance often decide the winner.

"The collaboration with NTPA connects Mitas to two worlds where performance truly matters: tough daily work in the field and the most extreme competitive environments. Tractor pulling is the ultimate expression of what farmers face every day - delivering power to the ground, staying consistent under pressure, and performing when limits are pushed", said Roberta D'Agnano, Global Marketing Director Mitas at Yokohama TWS.

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“Performance isn’t just about winning on the track - it’s about delivering results when it counts most, whether in competition or on the farm. In tractor pulling, every component is tested to the extreme, just as it is in real agricultural operations. That’s why we feel a strong connection with this community. The NTPA community embodies passion, resilience, and a nonstop drive to push boundaries; values that are core to the Mitas brand. We’re excited to be part of this world, learning from these extreme conditions and turning that knowledge into tires that perform where it matters most for farmers and pullers alike.”

Across a season that spans more than 60 events throughout the United States, from spring to early fall, the NTPA circuit draws top competitors, cutting-edge machines, and thousands of passionate fans, throughout the Midwest where the sport has deep roots. As an official partner, Mitas will be present throughout the entire championship, gaining strong visibility on and off the track while actively supporting the growth of this iconic American motorsport.

Central to this partnership is the Mitas PowerPull tire, purpose-built for tractor pulling and designed to transform raw engine power into winning performance.

Designed to handle extreme torque and deliver maximum grip, the PowerPull is a slick tire that allows teams to cut custom tread patterns based on track conditions and strategy, giving competitors a real edge when it counts.

The season culminates at the Mitas National Finals Pull-Off, the ultimate showdown where the year’s best competitors battle for national titles. Held in Urbana, Ohio, on September 18 and 19, 2026, this marquee event draws passionate fans and showcases the best in the sport. As title sponsor, Mitas is proud to put its name on this premier event, deepening its ties to the pulling community.

The Mitas National Finals Pull-Off represents the pinnacle of performance, innovation, and passion at the highest level.

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

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Mitas actively supports tractor pulling worldwide, sustaining the motorsport and its community at every level. Learn more at: www.mitas-tires.com/en/tractor-pulling-championship

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.

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