



**EICMA 2022**

**8 – 13 November 2022**

**Fiera Milan Rho - Italy**

**Hall 9, Stand M81**

## **Mitas returns to EICMA with big previews**

After a two-year break, Mitas returns to the EICMA exhibition, ready to reveal its new ENDURO TRAIL+ tires, selected as original equipment for the 2023 KTM 890 ADVENTURE R, and to present many new products across sport bike, adventure, off-road and scooter tire ranges.

Gustavo Pinto Teixeira, Vice President of Two Wheels and Specialty Tires at Trelleborg Wheel Systems, adds: "It is great to be back at EICMA, an exhibition fully dedicated to two-wheelers fans and their passion. Our product range for 2023 brings many new features in all segments. We have worked hard on upgrades and updates to our existing range in response to the demands of various groups of motorcycle riders. We welcome all Mitas and two-wheeler fans to visit us in hall 9, stand M81 to discover all our new products."

To further strengthen its product offering for adventure riders, Mitas will present alongside the ENDURO TRAIL+ pattern, which is based on the popular E-07+, an all-new ENDURO TRAIL-ADV tire pattern. In the sport bike tire range, Mitas is expanding SPORT FORCE+ EV and SPORT FORCE+ RS tire lines with larger sizes, developed with the support of Randy Krummenacher, Swiss motorcycle rider and 2019 Supersport World Championship Winner. Mitas will also expand TOURING FORCE tire lines with the introduction of new sizes between 14 and 16 inches for maxi scooters. In the off-road segment, Mitas is revamping the entire TERRA FORCE range to further improve our leading position as well as adding a new generation of motocross tires for sandy conditions, the TERRA FORCE-MX SAND 2.

Find out more about Mitas two-wheeler tires [www.mitas-moto.com/en/products](http://www.mitas-moto.com/en/products) or come visit Mitas team in person at EICMA in hall 9, Stand M81.

**-END-**

For **press releases and images** from Mitas Moto visit the Press Room at [www.mitas-moto.com](http://www.mitas-moto.com)



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

Janja Likar Čarman, Marketing Manager Mitas Moto

Mobile: +386 41 599 764

E-mail: [janja.likar-carman@mitas-tyres.com](mailto:janja.likar-carman@mitas-tyres.com)

***Mitas** is one of Europe's leading tire brands for agricultural machines, construction vehicles, material handling equipment, motorcycles, and other specialty segments. [www.mitas-tyres.com](http://www.mitas-tyres.com)*