

Mitas

A QUARTERLY NEWSLETTER FOR CUSTOMERS AND FRIENDS OF MITAS



Mitas expands

its HCM tire line for municipal use



Mitas is continuing to expand its range of HCM (High Capacity Municipal) tires. These are universal tires designed for a wide range of machinery, primarily in municipal services. For 2018 the company is planning to launch four new variants, some of which will be with a new, sixty-five per cent profile.

The sizes will be 540/65R30 IND 161A8/156D, 650/65R42 IND 176A8/171D, 360/80R24 IND 144A8/139D and 440/80R34 IND 159A8/155D. The new 65% profile series tires are designed mainly for high-horsepower tractors and can carry a load of 4625 kg at 40 km/h or 4000 kg at 65 km/h (front), and 7100 kg at 40 km/h or 6150 kg at 65 km/h (rear).

The tire construction, featuring steel breakers, ensures high puncture resistance and on-road stability, while the unique cascade tread lugs design of the HCM tires provides optimal self-cleaning properties and improves off-road capability in the mud and snow. The tread pattern ensures that the HCM tires provide excellent traction in all weathers while keeping noise levels low. Mitas thoroughly tested the drivability of the HCM tires under extreme winter conditions at the Ivalo testing circuit in Finland. Inside the Arctic Circle,

HCM tires were tested under harsh winter conditions inside the Arctic Circle in Finland.

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Be IN IN THE WORLD OF MITAS!

Dear readers, you are reading the very first issue of the Mitas IN newsletter. Please allow us to give you a brief introduction. It is intended for our business partners, users of our products, and friends and fans of the Mitas brand. You will receive it four times a year, and we hope you will always find interesting information inside. We will be using it to send you news and information about Mitas brand products, the successes of sportspeople using our tires, and about various other items of interest you do not want to miss.

Tires are an ever-more complex and sophisticated product, and their users need correspondingly more information if they want to choose the best. Just knowing the dimensions is no longer enough. Mitas, as a major global manu-

facturer, understands this and so informs you of news and innovative technologies in a variety of ways, one of these being Mitas IN.

You might well be asking yourself whether publishing a printed magazine makes sense in this age of online and virtual communication. We think it does, and that paper is not about to disappear from our tables for a while yet. Of course, we are not neglecting the online world, and Mitas IN will also be finding its way to you by e-mail, and can also be downloaded from the Mitas website.

We will be glad to hear your opinion on the newsletter content. It is said that information is gold today, so we hope this publication will become a regular source of it for you and that it will keep you IN in the world of Mitas tires!

Team Mitas IN



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the tires fully demonstrated their outstanding qualities, whether in terms of braking distance, lateral and longitudinal grip, towing power or other driving characteristics.

"The ever-growing interest in HCM tires confirms that our entry into this segment three years ago was the right step. HCMs are extremely robust tires that meet all requirements for muni-

cipal use. In Europe, they are typically used on machines for cutting grass on road verges and on high-horsepower tractors. We are also seeing increased demand in the USA and Canada," says Pavel Kott, product manager for Mitas agricultural tires, adding: "When launching new sizes, we primarily take into account requests from our OEM partners."

Today, the Mitas HCM series tires offer seven sizes for use on 24, 28, 34 and 38-inch diameter rims. They are suitable for agricultural and construction tractors, manipulators, handlers and loaders in the agriculture, construction and forestry industries. The tires can be equipped with spikes in the winter. (JB)



Mitas HCM tires.



Check the latest info about Mitas HCM tires here.



New tires for sprayers

The trend in recent years has been to develop agricultural tires that make their owners' lives and work easier. One such product is the Mitas VF (Very High Flexion) series tire with the HC1000 tread pattern intended primarily for self-propelled agricultural sprayers that must move in crop rows without damaging them. Mitas launched several new tire models in this range in recent months.



John Deere sprayer equipped with Mitas HC1000 tires.



Mitas HC1000 tires.

The special construction of VF tires means they offer around 40% higher load capacity than standard tractor tires, and in addition their load capacity remains the same throughout their speed range. "This means that farmers do not need to adjust tire pressure depending on speed," explained Pavel Kott, product manager for Mitas agricultural tires. The load capacity is thus only influenced by tire inflation pressure. VF tires significantly reduce soil compaction, improving ground protection, power transmission and limiting slippage. The reinforced tire construction also gives them a longer service life. Their high maximum speed (65 km/h) also reduces the time a machine spends on roads during crossings.

Sales of VF 380/105R50 HC1000 tires were commenced at the end of 2017, then in April 2018 Mitas put the VF 320/105R54 169D HC1000 TL tire

into production. This, currently the newest product, was launched (as was the whole range) as a tubeless design with a load capacity ranging from 2730 kg when inflated to 1.0 bar to 5800 kg inflated to 4.0 bar, throughout its speed range of 0-65 km/h.

"The VF tires are the backbone of our agricultural tires range and feature a special construction that provides users with significant benefits, and so we are going to continue to develop this product line. The new sizes we have been preparing in recent months will expand our offer to cover the widest possible spectrum of agricultural machines. In 2018, we will put another six VF tires into production, of which one will be an HC1000 version, while the rest will be the HC2000 designed primarily for high-horsepower tractors and the HC3000 for combine harvesters," Pavel Kott added. (JB)

Mitas ready for the Speedway Grand Prix

Mitas has signed sponsorship agreements with eight riders competing in the 2018 FIM Speedway Grand Prix, which will decide the 73rd FIM Speedway World Championship.

Mitas will be tire sponsor for Jason Doyle (2017 World Champion), Patryk Dudek, Tai Woffinden (2013 and 2015 World Champion), Bartosz Zmarzlik, Emil Sayfutdinov, Matej Žagar, Martin Vaculik and Przemyslaw Pawlicki. In the 2018 season, Mitas-sponsored riders will race on the Mitas SW-07 tire, which was developed and is constantly being improved in partnership with top speedway riders.

Ksenija Bitenc, director of Mitas Motorcycle Tires, says: "Speedway racing was always at the heart of Mitas, as our motorsport roots are in this discipline. We are delighted that many of the world's best speedway riders still recognize Mitas as the only tire choice. This is reflected in the fact that we are also the official tire supplier for the British Speedway League."

The Mitas tradition in manufacturing speedway tires dates back to 1947, and ever since then the company has been fully committed to the development and support of this sport.

The current Mitas speedway tire range consists of seven different tread patterns developed for different types of speedway racing. (JB)



Patryk Dudek, one of sponsored speedway riders, during the season's first race.



Jolanda Neff finishing the very muddy MTB World Cup race in Albstadt, Germany.



Jan Škarnitzl from Mitas Trek Team at the MTB World Cup race in Nové Město na Moravě, CZ.

Mitas bicycle tires. A successful start to the season

Mitas bicycle tires have had a busy start to the season, starting with the most prestigious staged mountain bike race in the world, the South African ABSA Cape Epic. Here, from 18 to 25 March, Mitas played its traditional role of official tire supplier. The Mitas-supported riders were also successful.

Ondřej Fojtík and his team colleague, former world MTB marathon champion Massimo Debertolis, won the overall classification in the Masters category. The last stage in the women's category was won by Brazilian Raiza Goulao Henrique, who finished fifth overall with her team colleague. "Raiza, who rides for Primaflor Mondraker Team, achieved her best ever success when she also won the MTB American Continental Championships on our tires in April. This means that we have both world champion Jolanda Neff, and also the American Continental champion," said Pavel Nosek, marketing director for Mitas bicycle tires.

Riders Filip Adel and Michal Kaněra of Mitas Trek Team also achieved great success this April, winning the four-day Mitas 4 Islands stage race in Croatia. Fabian Giger and Bartłomiej Wawak of Kross Racing Team finished second in the overall standings, while the women were represented by Vendy Kuntová and Lenka Fridrichová of GHOST Team (all on Mitas tires).

May was then dominated by two Mountain Bike World Cup races. The world's elite met in Albstadt in Germany between 18 and 20



Mitas Hyperion bicycle tires in the tubeless Top Design version proved their quality in hard conditions.



Download the Mitas bicycle tires advert with Jolanda Neff here.

May, and again in Nové Město na Moravě, CZ, one week later. It was truly a feast for the eyes! "Jolanda Neff completely outclassed the rest of the starting field in Albstadt on our Mitas Hyperion tires," said Pavel Nosek, enjoying the result. In addition, Jolanda won silver in Friday's premiere of the new Short Track discipline in Albstadt (XCC - a short, dynamic race on a 1-1.5 km circuit lasting around 25 minutes). Her teammate Maja Wloszczowska also saw success, finishing Short Track in eighth place and the main race one place higher. Stiven Thür from Switzerland took bronze in the U23 junior category on Mitas tires.

Jolanda Neff also performed well one week later in Nové Město na Moravě, coming third in Short Track and taking silver in the main race. Maja Wloszczowska came fifth in the main race. In the men's category, the best result on Mitas tires was achieved by Carlos Coloma, who finished tenth.

"In Albstadt and in Nové Město na Moravě, we prepared a very successful autograph session with our riders, which received enormous interest

and helped promote Mitas tires," Pavel Nosek concluded. (JB)

An invitation to tractor PULLING!



The Green Fighter tractor, supported by Mitas, took bronze in the Heavy Modified category at the event in Füchtorf in Germany.

This year, the Mitas brand will be the official partner for the European tractor pulling series held by the European Tractor Pulling Committee (ETPC) for the fifth time. The series will feature nine events, with the last one being the separate European Championship. The events will be held throughout Europe from April to September.

This season, Mitas will also continue its support for the Dutch Kools stable, which will take part in the Super Stock category with two teams. One of the Dutch Kools machines, the MITAS All or Nothing, has already completed the whole of the 2017 season on special Mitas Powerpull 30.5L32 148A8 tires that Mitas developed for tractor pulling events and has also offered in its retail network since 2016. They are also being gradually adopted by other teams.

In the opening event of the season, held in Füchtorf in Germany, the Green Fighter tractor run by a German team supported by Mitas took bronze in the Heavy Modified category. The event was watched by around 20 000 people.

There was another event in Lidköping in Sweden on 19 May, and another great success for the Mitas brand, with the Ride-On Interaction 2.0 machine piloted by Manon Kools from the Kools family producing a fantastic run to win. The other stable member - MITAS All or Nothing - came sixth.

"This year, tractor pulling events are again offering a wonderful atmosphere replete with exciting duels. We believe that the teams we support and those running on our tires will succeed in more events and make their presence felt on the results pages," said Dana Černá from Mitas marketing.

Overview of Euro Cup 2018 events

- 28-29 April, Tractor Pulling Füchtorf, Germany
- 19 May, Lidköping, Sweden
- 2 June, Bernay, France
- 16-17 June, Made, the Netherlands
- 14 July, Putten, the Netherlands
- 28-29 July, Brande, Denmark
- 11-12 August, Hajdúböszörmény, Hungary
- 25-26 August, Great Eccleston, Great Britain
- 1-2 September, Ekeröd, Sweden (European Championship event)

You can find more about the ETPC Euro Cup at www.tractorpulling.com

Did you know that tractor pulling originated way back at the start of the last century, when only horses were used in agriculture? In those days, the fields were full of boulders the farmers had to remove before they could work on them. So it was natural that they began competing with each other to see who could remove the largest boulder. As time passed, machines replaced the horses, but the competition continued to develop, and its principle remains the same in today's tractor pulling competitions - the tractors have to pull a "sled truck" over a timed distance of 100m. This of course calls for modern, powerful tractors on special tires, and the Mitas brand is there! (JB)

INbrief

Techagro after two years

Mitas presented a cross-section of its agricultural tire range at the Techagro trade fair in Brno in April. Techagro is one of the three largest agricultural trade fairs in Europe. The main exhibits at the Mitas stand included the SFT (Super Flexion Tires), VF (Very High Flexion) and HCM (High Capacity Municipal - tires designed primarily for municipal mechanization) tire series. Visitors could see more Mitas tires directly on agricultural machinery exhibited by their manufacturers.



TOURING FORCE-SC available

Mitas introduced its new TOURING FORCE-SC scooter tire line in November last year. The initial 22 sizes have been available for sale since May. The new line is ideal for any scooter type and features sizes from 10 to 16 inches. "TOURING FORCE-SC combines all the expertise we have acquired through the development of high-performance radial motorcycle tires and our involvement in scooter racing," said Ksenija Bitenc, director of Mitas Motorcycle Tires. Other TOURING FORCE-SC line sizes will be progressively available for sale during 2018 and 2019, and will replace the current Mitas MC 13, MC 16, MC 18, MC 25, MC 26, MC 29, MC 28 and MC 38 products.



Velo supports top riders

Mitas bike tires will now be equipping the Spanish UCI MTB team Primaflor Mondraker Rotor in the 2018 and 2019 seasons. Its ranks include famous names like Carlos Coloma from Spain (who won an Olympic bronze in Rio), Ondřej Cink (former XCO U23 World Champion, returning to the road from mountain bikes), the Australians Daniel and Rebecca McConnell, and Raiza Goulao Henrique from Brazil. Mitas will be continuing its cooperation with the Polish team Kross Racing until 2020. The main personalities in the team are 2017 World Champion Jolanda Neff from Switzerland, and Polish racer Maja Wloszczowska.

