



**SIMA 2022**

**6 - 10 November 2022**

**Paris Nord Villepinte - France**

**Hall 7, Booth D065**

### **Mitas to present top agricultural tires at SIMA 2022**

Paris will become the capital of European agriculture from 6 to 10 November, where SIMA, one of the most important agricultural events in Europe, will take place. At **booth D065 in Hall 7**, Mitas will present its top agricultural radial tires developed for modern agricultural machinery to help farmers in their daily work. In addition, an immersive **Mitas 3D game** will be available for visitors, where they will be able to compete and have fun catching Mitas tires and receive a souvenir picture ready for sharing with their friends.

Mitas will showcase two radial tires with **Very High Flexion (VF)** construction, which enables less inflation pressure to provide great traction efficiency and reduce soil compaction.

**HC 3000 R**, developed for harvesting machinery and other heavy agricultural equipment, has an improved tread pattern design that reduces tire slippage while lowering fuel consumption for better sustainability and cost savings. Thanks to its rounded shoulder section and large footprint, this tire provides excellent ground protection.

The other VF Mitas tire that visitors can see at SIMA is the **HC 1000** for self-propelled sprayers. This delivers a good performance both on the field and on the road with its maximum speed of 65 km/h. Due to its optimized tread design and heat resistant compound, the tire has great durability even at high speed.

As a representative of universal tires for all-season use, visitors can discover the **HCM (High Capacity Municipal)** tire designed for municipal services and load handling activities. Its unique tread design and steel-belted construction give HCM outstanding durability with a long service life and make the tire suitable for all terrains, providing great traction even in snowy, muddy, and wet conditions.

Ludovic Revel, Business Development Director EMEA & Managing Director at Trelleborg Wheel Systems France & Benelux added: "This year, SIMA celebrates its 100th anniversary as the world's leading trade fair for the agricultural sector, and we're very happy to be there to guide farmers through the world of the latest Mitas agricultural tires that ease their everyday challenges in and out the field".

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



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

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