



Mitas Returns to the World Stage as Main Sponsor of the World Ploughing Championship 2026

- **Mitas renews its commitment as Main Sponsor of the World Ploughing Championship for the second consecutive year, following the successful 2025 edition in the Czech Republic.**

Mitas is proud to announce its participation as Main Sponsor of the 71st World Ploughing Championship, taking place from 3 to 6 September 2026 in Osijek-Baranja County, Croatia. Following a highly successful presence at the 2025 championship in the Czech Republic, Mitas is returning to support one of the most prestigious international events dedicated to agricultural excellence and farming tradition.

Organized under the World Ploughing Organisation (WPO), the championship brings together competitors, farmers, agricultural professionals and enthusiasts from more than 30 countries. Recognized worldwide as the premier ploughing competition, the event celebrates precision, expertise and dedication to the land, values that closely align with Mitas' long-standing commitment to supporting farmers around the world.

"Ploughing is one of the oldest agricultural skills, yet it remains a powerful symbol of everything that makes farming extraordinary: precision, experience and dedication to the land. That is why the World Ploughing Championship feels so close to the Mitas spirit. It brings together people who share a genuine passion for agriculture and a constant drive to do things better," said Roberta D'Agnano, Global Brand Director Mitas at Yokohama TWS. " We are proud to return as Main Sponsor, supporting these passionate teams and showcasing solutions that help farmers tackle today's challenges with confidence."

Press Release

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As Main Sponsor, Mitas will enjoy a prominent presence throughout the event, creating valuable opportunities to engage directly with farmers, dealers, partners and industry stakeholders. Visitors will be welcomed at the Mitas stand, where they will have the opportunity to discover the brand's latest solutions, meet Mitas experts and learn more about its comprehensive agricultural tire portfolio.

Among the highlights on display will be Mitas GRANTERRA, the latest tire generation developed for high-horsepower tractors, and AGRITERRA ULTRA, its advanced radial tire solution for agricultural transport applications.

Further strengthening its involvement in the event, Mitas will also sponsor the Croatian national ploughing team, supporting local talent as they compete on home soil against some of the world's most skilled ploughmen and ploughwomen.

From the competition field to everyday farming operations, Mitas remains committed to delivering solutions that help agricultural professionals perform at their best, wherever their work takes them.

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.

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