

Mitas launches in China, bringing proven agricultural expertise to a new market

- Mitas enters the Chinese agricultural tire market with nearly a century of expertise, proven technology and a commitment to reliable performance.

Mitas officially launched its agricultural tire offering in the Chinese market at CIAME 2026, China International Agricultural Machinery Exhibition. A dedicated brand ceremony, held on October 27 at the National Exhibition Center in Tianjin, brought together customers, partners and industry representatives to introduce the brand and its offering for Chinese agriculture.

The commercial launch brings an established international tire brand to Chinese customers. With nearly a century of tire-making expertise and long-standing relationships with farmers and equipment manufacturers worldwide, Mitas offers a proven foundation of agricultural know-how, technology and reliability.

As Chinese agriculture moves toward more advanced and higher-horsepower machinery, tire technology is playing an increasingly important role in translating machine power into effective field performance. The growing adoption of radial tires and advanced technologies such as VF and PFO reflects the increasing demand for solutions that support productivity, efficiency and soil protection.

“Entering the Chinese market means bringing the strength of an established international brand to a new customer base. Mitas combines nearly a century of agricultural expertise with proven tire technology and a clear focus on dependable performance. Our ambition is to establish Mitas as a reliable partner for Chinese farmers, distributors and equipment manufacturers, offering solutions that help them get the most from their machinery” said Roberta D’Agnano, Global Marketing Director Mitas at Yokohama TWS.

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With its commercial launch at CIAME, Mitas brings Chinese agriculture a new choice backed by established international expertise. The brand's focus is on building lasting relationships and delivering reliable tire solutions that meet customers' operational needs.

At CIAME 2026, Mitas showcased its agricultural expertise at its dedicated booth with the HC 2000 and SFT CHO. The HC 2000, a VF (Very High Flexion) tractor tire, is designed to combine high load capacity at low inflation pressure with efficient traction and reduced soil compaction, thanks to its large contact area and effective load distribution. The SFT CHO, developed for demanding cyclic-load applications, combines high load capacity with low inflation pressure and a large footprint for gentle ground handling. Together, the two products reflected Mitas' commitment to proven technology and high-value performance for modern agriculture.

Looking ahead, Mitas will continue to develop its presence in China by working closely with equipment manufacturers, distributors and farmers, gaining deeper insight into local applications and supporting the evolving needs of Chinese agriculture. This approach reflects the importance placed by the local agricultural machinery industry on closer cooperation, application development and solutions tailored to different regional farming requirements.

Backed by generations of expertise and driven by the opportunities ahead, Mitas is ready to write its next chapter in China.

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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