

Mitas showcases its agricultural tire expertise at EIMA 2026

- **Mitas returns to EIMA International 2026 in Bologna, showcasing GRANTERRA, its latest product launch for high-horsepower tractors, taking the spotlight alongside AGRITERRA ULTRA, HCM and AC 85 in dual-mounting configuration.**

Mitas will participate in EIMA International 2026, one of the leading international exhibitions dedicated to agricultural machinery, taking place in Bologna, Italy, from November 10 to 14. At Hall 14, Booth B2, Mitas will showcase a selection of tire solutions designed to meet the demands of modern agriculture, highlighting the brand's expertise across different machines, applications and operating conditions.

At the heart of the exhibition will be **GRANTERRA**, the latest addition to the Mitas agricultural tire portfolio. Developed for high-horsepower tractors, the new tire combines a modern tread design with VF PFO (Very High Flexion - Pressure Field Operation) technology to deliver strong traction, stability and efficient field performance. Its wider footprint supports even load distribution and helps reduce soil compaction, making it well suited to the demands of modern large-scale farming and embodies the Mitas commitment to combining power, reliability and effective performance in the field.

The Mitas stand will also feature three further product ranges, each developed to address specific operating requirements:

AGRITERRA ULTRA. The ultimate trailer tires, designed for agricultural trailers, spreaders and slurry tankers operating in demanding transport applications. Combining high load capacity with durability and stability, it supports efficient operation both in the field and on the road. Its large footprint and rounded shoulders help protect soil and grassland.

Press Release

26.10.2026



HCM (High Capacity Municipal) is a versatile radial tire developed for year-round use on municipal tractors, road maintenance equipment and telehandlers. Designed to perform across a variety of surfaces and conditions, it delivers reliable traction, durability and operator comfort for on-road and off-road applications.

AC 85: developed for modern row crop farming, the AC85 ROW CROP tire supports operations such as spraying, fertilizing and crop care while helping protect plants and roots. Combining precision, traction and durability, it enables efficient operation throughout the growing season. At EIMA, the tire will be presented in a dual-mounting configuration, demonstrating a practical setup for applications where increased flotation and traction are required.

“EIMA is an important opportunity to meet customers and partners from across the agricultural sector and showcase solutions developed around their everyday needs. With GRANTERRA, we expanded our portfolio for high-horsepower tractors with a solution that brings together traction, reliability and VF PFO technology. Alongside AGRITERRA ULTRA, HCM and AC85, it reflects the breadth of our expertise and our commitment to supporting agricultural professionals with tire solutions suited to their everyday challenges,” said Roberta D’Agnano, Global Marketing Director Mitas at Yokohama TWS.

Through its presence at EIMA International 2026, Mitas reaffirms its focus on agricultural tire expertise, product performance and the needs of professionals working across a wide range of farming applications.

Visitors are invited to meet the Mitas team and discover the tires on display at EIMA 2026, Hall 14, Booth B2.

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.

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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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