



Mitas is the official sponsor of Eurocup Series 2023 in tractor pulling

Mitas kicks off the Mitas Eurocup Series 2023 as official sponsor for the upcoming racing series featuring the most powerful and advanced tractors from European teams. The season is set to hold nine competitions starting in Germany this April and ending with the crowning of the Mitas European Championship in Denmark in September.

Mitas is one of the few tire producers worldwide offering competition-level tires exclusively for this sport and now in two sizes – [PowerPull 01 30.5L-32 and 24.5-32](#). Specially designed to provide enormous traction power, the tires are produced as slicks, so every team can carve out their own tread patterns.

"For us, this sponsorship is a natural fit, providing the perfect setting to see Mitas products in action, delivering power and reliability on tractors as they compete for the main prize. It is also a great opportunity to showcase our agricultural tires and interact with farming communities across Western Europe while showing our support for this exciting sport and all the people involved. Our Mitas team will welcome fans with fun challenges and prizes to win, and be on hand to answer any questions about our entire tire range," states Silvia Giacoia, Communication & Brand Director at Trelleborg Wheel Systems.

Contest organizer, the European Tractor Pulling Committee (ETPC), commented on the continued sponsorship: "We are really happy to have such a loyal and strong sponsor in Mitas again this year. These competitions attract tens of thousands of fans throughout the farming community, and Mitas has become an integral part of our ever-expanding tractor pulling family over the years," stated Marcel Hoornsman, President of ETPC.

For more information about the Mitas Eurocup Series 2023, please visit: www.mitas-tires.com/en/news-and-pr/events/mitas-eurocup-series-2023

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For **press releases and images** from Mitas visit the Press Room at 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*