

## Press Release

29.08.2023



### **Mitas is Official Sponsor of the 2023 Tractor Pulling European Championship and wraps up exciting year of events**

- **The 2023 Tractor Pulling European Championship starts on September 8 in Brande, Denmark with Mitas as Official Sponsor. The finalists will compete for the title in “The World’s Most Powerful Motor Sport” in 10 classes.**
- **Mitas special PowerPull 01 tires designed just for the sport are fitted on some competition tractors.**
- **The Mitas trailer will have tires and competition-level tractor on display for tractor pulling fans.**

Mitas is getting ready for the highly anticipated finals of the 2023 Tractor Pulling European Championship (EC 2023) taking place September 8-9 in Brande, Denmark. With Mitas as Official Sponsor and organized by the European Tractor Pulling Committee (ETPC), this thrilling annual event for agricultural communities across Europe is considered “The World’s Most Powerful Motor Sport.”

The final contests will see teams compete for the title of European Champion in 10 classes, from Heavy Modified tractors to Superstock and Farmstock, down to Gardenpulling. Mitas has developed its own PowerPull 01 tires for Tractor Pulling competitions in two sizes, 24.5L32 and 30.5L32. These tires are designed to transfer the enormous power behind competition-level machines to give tractor drivers the maximum pull they need and they are produced without tread patterns so teams can create their own tread design.

Silvia Giacoia, Communications & Brands Director at Yokohama TWS, says: “Mitas has a long history in supporting Tractor Pulling races, especially as Official Sponsor of the Mitas Eurocup Series for many years. The show of raw horsepower, mechanical engineering and intense action goes right along with our own drive to push our tires to the limits. EC 2023 is a highlight of the season and a fantastic way to meet up with people in farming communities and celebrate the spirit of tractor pulling.”

[www.mitas-tires.com](http://www.mitas-tires.com)



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Throughout the two-day event, Mitas staff will be on hand at their trailer to show tractor pulling fans various tires made for tough days on the job. Mitas tires include the SFT (Super Flexion Tire) for high-horsepower tractors, the AGRITERRA 02 made for the most modern agricultural trailers, and the HCM (High Capacity Municipal) universal silent running tire for all-season use.

Visitors to the Mitas area will get to check out a competition-level tractor and win prizes, too.

For more information about the 2023 Tractor Pulling European Championship, visit: [www.mitas-tires.com/en/news-and-pr/events/mitas-eurocup-series-2023](http://www.mitas-tires.com/en/news-and-pr/events/mitas-eurocup-series-2023)

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**Mitas** is the tire brand for customers across Agricultural, Material Handling, Construction and Two-Wheeler markets with a decades-long tradition.

Mitas offers smart and reliable products to support the everyday challenges of those who work in these businesses and explore new trails on two-wheels.

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