

## Press Release

05.07.2024



### **Mitas and Farmer's Tires impress at Royal Highland Show**

Mitas, one of the main European tire brand for agricultural machines, is thrilled to announce its successful participation in this year's Royal Highland Show. Held at the Royal Highland Centre, Ingliston, Edinburgh, from June 20th to 23rd, the event showcased Mitas' tires alongside those from Farmer's Tires, a renowned tire dealer and Mitas' trusted partner.

The Royal Highland Show is one of the most significant events on the agricultural calendar, attracting over 200,000 attendees including farmers, business executives, and enthusiasts. This year, the show celebrated the 240<sup>th</sup> anniversary of its founding charity, the Royal Highland and Agricultural Society of Scotland (RHASS), with a blend of traditional and modern exhibits across its vast display areas.

At the event, Mitas presented a wide range of radial tires designed to support farmers in their daily operations. Notably, Mitas showcased its AC 85, and HCM tires. The AC 85 is a durable radial tire with outstanding long life due to its wear-resistant tread compound, offering balanced characteristics for a wide range of applications both in the field and on the road, while its large contact patch enhances traction. While The HCM tires are versatile for municipal and road maintenance tractors, and telehandlers with loaders, excelling on and off-road year-round. They provide excellent traction with varied lug widths for fields, roads, grass, and snow. Constructed with steel-belted radial technology, they ensure durability. Deep tread grooves and a steering groove enhance handling, while the open shoulder design boosts self-cleaning. Strategically aligned pitches reduce noise and vibration effectively.

Farmer's Tire, a distinguished tire dealer with deep expertise in agricultural needs, played a crucial role in the successful presentation of Mitas at the show. The Farmer's Tire team engaged with attendees, providing valuable insights and customised tire solutions, which sparked significant interest and lively discussions.

"We are thrilled with the enthusiasm and feedback we received at the Royal Highland Show," said Russell Ellis, Area Sales Manager at Mitas. "Our collaboration with Farmer's Tires has proven invaluable. Their extensive knowledge, paired with our durable and high-performance tires,

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created a synergy that truly resonated with the agricultural community. This event has served as an excellent platform to showcase our commitment to supporting farmers in optimising their operations with reliable solutions.”

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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. 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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