



Mitas brings a boost to farming with wide range of tires with airplane to tractors tires at Agrishow 2024

- Mitas booth #E8b features tires that meet modern agricultural operations
- The latest Mitas tire ranges include VF technology, high load capacity and soil protection features in new sizes

Mitas, one of the main European tire brands, is exhibiting its solutions for Brazilian farmers at Agrishow 2024, featuring a portfolio of tires for tractors, agricultural machinery, as well as planes and motorcycles. At its booth #E8b, the highlights include the expansion of the HC 3000 range, the AGRITERRA 04 tire and the SFT. Agrishow is taking place in Ribeirão Preto (SP) from April 29th to May 3rd.

Mitas has announced the expansion of the **HC 3000 CFO** tire line in the Brazilian market, with the introduction of the new VF800/70R38TL size, designed for high-power tractors and harvesters that carry out Cyclic Field Operations (CFO), highly popular in the local agriculture. With VF (Very High Flexion) technology, which guarantees up to 40% greater load capacity compared to standard tires, the HC 3000 tire delivers efficient load distribution, reducing soil compaction and fuel consumption.

Fábio Metidieri, Sales Director of Yokohama TWS South America, added: "To help farmers in their daily operations, we've integrated VF technology with flexible sidewall and large tire width, boosting traction, productivity, and reducing slippage during harvest. Additionally the HC 3000 features an exclusive hexa-core technology allowing for a firmer fit of the rim, enhancing durability and resistance to deformation, even at low inflation pressures."

Another highlight at the Mitas booth is the **AGRITERRA 04** tire, developed for non-driven wheels of various agricultural vehicles due to its versatility. By offering high load capacity and providing smooth driving on the ground, the tire is widely used in Brazil for implements that require high



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loads and lower tire pressure. In fact, the entire AGRITERRA range has been developed to significantly reduce soil compaction even with heavy loads.

"The large contact area together with more efficient load distribution on the ground provides an extremely positive impact on soil protection. Furthermore, the low rolling resistance of the AGRITERRA 04 tires reduces fuel consumption", added Fábio Metidieri.

Mitas also exhibits **SFT (Super Flexion Tire)** tire, developed specifically for high-powered tractors and harvesters where performance and reliability are essential. Its strong and flexible sidewalls allow operating at low inflation pressures to transport high loads. The large volume of air inside ensures smooth driving on the ground and maximum traction. These characteristics make the SFT a tire with excellent productivity thanks to transport speeds of 65 km/h.

Keeping an eye on the needs of the modern farmer, Mitas has a complete tire portfolio not only for agricultural machines but also for aircrafts and motorcycles, that will also be on exhibition at Agrishow 2024.

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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