

Press Release

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Mitas and Farmer's Tyres impress at Royal Highland Show

Mitas, one of the main European tyre 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' tyres alongside those from Farmer's Tyres, a renowned tyre 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 240th 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 tyres designed to support farmers in their daily operations. Notably, Mitas showcased its AC 85, and HCM tyres. The AC 85 is a durable radial tyre 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 tyres 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 Tyre, a distinguished tyre dealer with deep expertise in agricultural needs, played a crucial role in the successful presentation of Mitas at the show. The Farmer's Tyre team engaged with attendees, providing valuable insights and customised tyre 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 Tyres has proven invaluable. Their extensive knowledge, paired with our durable and high-performance tyres,

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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.”

Mitas is the tyre brand for customers across Agricultural, Material Handling, Construction and Two-Wheeler markets with a decades-long tradition. The Mitas portfolio offers reliable tyres that meet the everyday challenges on the job or out on the trails on two wheels.

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