

## MITAS MOTO NEWSLETTER

May – June 2019

### Events

#### XXV. Erzbergrodeo

Mitas was again a partner of the Erzbergrodeo extreme enduro race. In the event held in Eisenerz, Austria, from 30<sup>th</sup> May to 2<sup>nd</sup> June, Mitas provided exclusive tyre sales and service. More than 1,500 extreme enduro riders from all over the world faced the challenges of the Erzberg open-pit mine. A four-day event started with Mitas Rocket Ride, in which riders had to conquer a three-part uphill section in the fastest way possible. The event continued with the Prologue and finished with Red Bull Hare Scramble on Sunday. Mitas's sponsored rider Pol Tarrés finished the race on 9<sup>th</sup> place and was among 16 riders who passed the finish line.

On this occasion Mitas also launched a new generation of enduro and extreme enduro tyres TERRA FORCE-EF and TERRA FORCE-EH. More information about the new range is available in *dedicated press release*.



Mitas Rocket Ride



Pol Tarrés

## Hixpania Hard Enduro

For the third consecutive year, Mitas has also been the official event sponsor of Hixpania Hard Enduro event. The event took place in the Romanesque medieval area of Aguilar de Campoo (Palencia) in Spain, from 21<sup>st</sup> to 23<sup>rd</sup> June 2019. The last day of the race was named 'MITAS – El Camino Perdido' (in English 'MITAS – The Lost Road'). This is the only race in the world that starts inside a cave, making it to one of the most impressive and best supported events of the hard enduro season. Mitas's sponsored rider Pol Tarrés finished the race on 4<sup>th</sup> place while Mitas's extreme enduro lady Sandra Gomez achieved 34<sup>th</sup> place.



Sandra Gomez  
*photo: Irina Gorodnyakova*

## Mitas Moto German website is live

Mitas Moto has launched a website for German speaking users that offers plenty of useful information about our products, events, involvement in motorsport and more. An important part of the website is also the page dedicated to Reifenfreigabe documents – mandatory approvals issued by the tyre manufacturer for the German market. The new website is a further step towards improving our communication with the German speaking users.

To browse a German language version of the Mitas Moto website, please visit [www.mitas-moto.com/de](http://www.mitas-moto.com/de).

## Product news

### Mitas revealed TERRA FORCE-EF and TERRA FORCE-EH enduro tyres at Erzbergrodeo motorsport event



Mitas revealed a new generation of Enduro and Extreme Enduro tyres at Erzbergrodeo, the motorsport event held from 30<sup>th</sup> May to 2<sup>nd</sup> June 2019 in Eisenerz, Austria.

Compared to the previous generation, Mitas TERRA FORCE-EF and TERRA FORCE-EH feature improved performance on a wide range of off-road surfaces than its predecessors. A larger footprint allows better grip in various riding conditions, while spaced knobs are designed to provide great clean out ability in mud or sand.

Mitas TERRA FORCE-EF and TERRA FORCE-EH are successors to the popular and widely

known Mitas Enduro and Extreme Enduro off-road tyre ranges. The new generation was developed and tested in cooperation with many professional riders. Knowing that many riders are happy with our current Enduro and Extreme Enduro tyres, these will remain part of the extended portfolio of Mitas off-road tyres.

To view the full press release, please click [here](#).

### Mitas launched a new mousse range for its off-road racing tyres

Mitas is extended its off-road product portfolio with the launch of mousse, an alternative to inner tubes, for its off-road racing tyres.

Mitas Mousse fits perfectly into Mitas branded motocross, enduro, extreme enduro and rally tyres. The product will be available in several 18 to 21-inch sizes and in three different versions: standard version for all terrain use, soft version for hard terrain and extreme version for ultra-hard terrain.

To view the full press release, please click [here](#).



### Upcoming events in July and August:

28 July, [MXGP of Czech Republic](#) (Loket, Czech Republic)

4 August, [MXGP of Belgium](#) (Lommel, Belgium)

18 August, [MXGP of Italy](#) (Imola, Italy)

25 August, [MXGP of Sweden](#) (Uddevalla, Sweden)

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