



# MITAS MOTO NEWSLETTER

January - March Recap

The first quarter of 2025 has been an exhilarating ride for Mitas Moto, as we showcased our latest products and connected with the motorcycle community at various events around the globe. Here's a quick recap of where we've been and what we've been up to.

## JANUARY

### MOTOR BIKE EXPO, Verona

We kicked off the year in Italy, where our booth attracted a lot of attention with the latest tire patterns designed for both road and off-road adventures.

### PARTS UNLIMITED NVP EXPO, Louisville, KY

Our team headed to the USA to participate in this major distributor show, highlighting our commitment to the North American market.



## FEBRUARY

### ALESTREM, Alès

In France, we supported the extreme enduro event and providing a race service to the racers facing the toughest terrains.

### AIMEXPO, Las Vegas

Back in the USA, we joined the most important motorcycle show there, presenting our full range of products and engaging with industry professionals and enthusiasts.



# Mitas

## MARCH

### **SALON DU 2 ROUES, Lyon:**

Another stop in France, where we displayed our latest products and connected with the vibrant motorcycle community.

### **MOTORKIÁLLÍTÁS, Budapest:**

We were thrilled to see the return of this iconic show after a 10-year hiatus. The enthusiasm and passion of the Hungarian motorcycle community were truly inspiring, and we were delighted to showcase our tires to such an engaged audience.

### **MOTODAYS ROMA, Rome:**

Italy welcomed us again as we participated in this dynamic event. We engaged with riders from Rome and its suburbs, witnessing a fantastic turnout and enthusiasm for motorcycles and our products.

### **ADV MOTORCYCLE EXPO, Stockholm:**

In Sweden, we connected with adventure community, highlighting our adventure tires designed for their long-distance trips.

### **MOTOBIKE, Istanbul:**

Turkey was another exciting stop, where we presented our products to a diverse audience of motorcycle lovers.

### **KTM NEW ZEALAND ADVENTURE RALLYE, South Island:**

In New Zealand, we proudly supported this thrilling adventure rally by equipping all the staff bikes and providing tire services for all participants. We were especially honored to have our long-term ambassador, Chris Birch, join the event, showcasing the exceptional performance of our tires in New Zealand's stunning yet challenging landscapes.

In **Brazil**, we supported **HARD ENDURO BRAZILIAN CHAMPIONSHIP** and **BITES - Big Trail Enduro Series**. Both events were a true test of endurance and skill, and we were proud to see our tires perform exceptionally well.

