

Press Release

03.06.2024



MITAS celebrates Brazil's Festival Interlagos with launch of ENDURO TRAIL-ADV tire

- **MITAS will present its newest ENDURO TRAIL-ADV tire at the Interlagos Festival June 5–9, 2024 along with its complete range of tires made for the adventure trail market**
- **MITAS will showcase its entire flagship tire lines for both off-road and on-road motorcycles in the Off-road Arena**

The Mitas South America Team will soon welcome motorcycle enthusiasts to the 2024 Festival Interlagos with its widest range of high-performance tires designed for today's adventure riders to hit even the most challenging trails. Brazil's exciting Festival Interlagos, one of the top motorcycle shows in South America, is set to take place from June 5 to 9, 2024 and will feature the launch of the ENDURO TRAIL-ADV tire line in Brazil.

Alexandre Botti, Sales Manager at Mitas Motorcycle Tires South America, says: "All of us at Mitas are excited to show off our most extensive motorcycle tire ranges ever, in response to the growing adventure tire market here. Not only are we launching the ENDURO TRAIL-ADV line in Brazil, but we'll be bringing lots of other adventure tires to the Brazilian market as well. Interlagos visitors will find a wide choice of tires, including on-road and off-road ranges and scooter tires, too. We're excited to be a part of this unique show, which is all about motorcycle fans and their passion for riding."

Mitas will be located in the Off-road Arena with a display of bikes used by Brazil's most popular competition riders including Motocross, Hard Enduro, Bites/Rally, as well as Flat Track where Mitas is the only trusted brand of tires used for competition.

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Mitas motorcycle tire ranges taking the stage at Interlagos:

Mitas ENDURO TRAIL-ADV (70% on-road and 30% off-road tire)

Mitas ENDURO TRAIL-ADV will be introduced to the Brazilian market at Interlagos. It delivers all-around performance and confidence, both on-road and off. Designed for the rider who doesn't want to sacrifice high-speed handling nor off-road performance in all weather and all kinds of terrain.

The ENDURO TRAIL-ADV features **Multi-Compound Tread Technology (MCTT)** for excellent mileage and cornering grip even at low temperatures, while its high silica content ensures excellent wet grip. The tire's unique construction technology and irregular geometry of the longitudinal tread pattern design have been proven to deliver outstanding straight-line stability, smooth handling and extremely low road noise.

For more information on Mitas ENDURO TRAIL-ADV and available sizes, worldwide, visit: <https://www.mitas-moto.com/en/products/motorcycle-adventure-and-dual-sport-tires/motorcycle-adventure-tires/enduro-trail-adv>

Mitas ENDURO TRAIL+ (60% on-road and 40% off-road tire)

Thanks to its special compound, enhanced construction and iconic tread pattern design, the Mitas ENDURO TRAIL+ ensures excellent off-road handling and responsiveness on rocky or gravel terrain, as well as comfort and stability on the road, while offering the best possible combination for top performance on both wet and dry surfaces.

Available in two different versions: **Standard** – for outstanding all-around performance in any weather, and the **Dakar** – with its Ultra Heavy-Duty compound for maximum durability and a reinforced carcass making it virtually puncture proof.

For more information on Mitas ENDURO TRAIL+ and available sizes, visit: <https://www.mitas-moto.com/en/products/motorcycle-adventure-and-dual-sport-tires/motorcycle-adventure-tires/enduro-trail-plus>

www.mitas-tires.com



Press Release

03.06.2024



Mitas ENDURO TRAIL (50% on-road and 50% off-road tire)

Mitas ENDURO TRAIL delivers impressive performance on paved and rough gravel roads alike, and doesn't shy away from high-speed motorways or extreme off-road tracks. Available in two different versions: **Standard** – for top all-around performance in any weather and the **Dakar** – with its Ultra Heavy-Duty compound for maximum durability and a reinforced carcass making it virtually puncture proof.

For more information on Mitas ENDURO TRAIL and available sizes, visit: <https://www.mitas-moto.com/en/products/motorcycle-adventure-and-dual-sport-tires/motorcycle-adventure-tires/enduro-trail>

Mitas ENDURO TRAIL- XT+ (20% on-road and 80% off-road tire)

Thanks to its extremely aggressive pattern and unique compound formulation, the ENDURO TRAIL-XT+ tire delivers impressive performance on muddy trails and rough, gravel roads while handling high-speed motorways with ease. ENDURO TRAIL-XT+ tire is designed to guarantee riders amazing off-road performance, excellent durability with good handling and stability on road transfer sections.

Available in two different versions: **Standard** – for the best all-around performance in any weather and the **Dakar** – with its Ultra Heavy-Duty compound for maximum durability and a reinforced carcass making it virtually puncture proof.

For more information on Mitas ENDURO TRAIL-XT+ and available sizes, visit: <https://www.mitas-moto.com/en/products/motorcycle-adventure-and-dual-sport-tires/motorcycle-adventure-tires/enduro-trail-xt-plus>

Mitas ENDURO TRAIL-RALLY

The ENDURO TRAIL-RALLY range is designed for high-speed Rally Raid all-terrain competitions, delivering class-leading performance. The ENDURO TRAIL-RALLY tire line comes in one rear and three different front tire options designed to give bikes greater stability, handling and

www.mitas-tires.com



Press Release

03.06.2024



puncture-proof resistance, even at high speeds. Riders can count on long-lasting durability even when put to the test of extreme endurance competitions.

Its high-performance compound and aggressive rear block tread pattern and reinforced carcass ensures the ultimate grip and durability at all temperatures and at all speeds. Three different front pattern options ensure maximum control on any terrain.

Mitas Rally Mousse is also available to give the ultimate performance in combination with any of the new ENDURO TRAIL-RALLY tires.

For more information on Mitas ENDURO TRAIL-RALLY and available sizes, visit: <https://www.mitas-moto.com/en/products/motorcycle-adventure-and-dual-sport-tires/motorcycle-adventure-tires/enduro-trail-rally>

Mitas is the tire brand for customers across Agricultural, Material Handling, Construction and Two-Wheeler markets with a decades-long tradition. Mitas offers smart and reliable products to support the everyday challenges of those who work in these businesses and explore new trails on two-wheels.

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