



Mitas brings adventure and performance to Festival Interlagos 2026

- **Mitas returns to the Boulevard at Festival Interlagos with an expanded motorcycle tire portfolio for the Sport, Adventure, Off-Road and Scooter segments.**
- **The brand will officially launch the new SPORT FORCE+ Radial in H speed index and showcase the ENDURO TRAIL-ADV 2 to the Brazilian public for the first time.**
- **Visitors will discover competition motorcycles, meet renowned Brazilian riders and enjoy a premium specialty coffee experience.**

Mitas will once again participate in the Suhai Festival Interlagos – Motorcycle Edition 2026, one of the world's largest motorcycle experience events and Brazil's premier gathering for motorcycle enthusiasts. Held from August 13–16 at the iconic Interlagos Circuit in São Paulo, the event is expected to attract around 400,000 visitors, bringing together the country's leading motorcycle manufacturers and the motorcycle industry's top brands.

Located at the Boulevard, the Mitas booth will showcase the brand's latest motorcycle tire portfolio for Sport, Adventure, Off-Road and Scooter segments. Visitors will have the opportunity to discover products engineered to deliver outstanding performance, durability and confidence across a wide range of riding conditions while enjoying exclusive attractions designed to celebrate motorcycle culture.

"Festival Interlagos is the ideal stage to connect directly with Brazilian riders and showcase how Mitas continues to expand its motorcycle portfolio. This year's edition combines exciting product launches with authentic experiences that reflect our passion for performance, adventure and innovation," says Alexandre Botti, Regional Sales Manager for Latin America.

Introducing the new Mitas SPORT FORCE+ Radial in H speed index

Making its official debut at Festival Interlagos 2026, the new Mitas SPORT FORCE+ Radial H has been developed for riders of mid-displacement motorcycles seeking high performance in sporty road riding.

www.mitas-tires.com



The new tire combines excellent grip, fast cornering response and outstanding high-speed stability, delivering precise and predictable handling for both spirited riding and everyday use. Its advanced compound provides rapid warm-up and consistent performance across a wide range of riding conditions, offering riders greater confidence and control on every journey.

For more information about Mitas Sport Force+ tires visit: [SPORT FORCE+ | Mitas Moto](#)

ENDURO TRAIL ADV 2 makes its Brazilian public debut

Festival Interlagos 2026 will also mark the first public presentation of the Mitas ENDURO TRAIL ADV 2 in Brazil.

Designed for the modern adventurer, the Mitas ENDURO TRAIL-ADV 2 tire offers a perfect blend of on-road performance and off-road capability. With a 70 on and 30 off-road tread design, inspired by the renowned Mitas ENDURO TRAIL+, this tire offers exceptional performance and confidence on both paved and off-road terrains. Thanks to its high silica content, the ENDURO TRAIL-ADV 2 provides superior grip in wet conditions. The innovative carcass structure of the ENDURO TRAIL-ADV 2 guarantees excellent stability and comfort at high speeds.

For more information about Mitas ENDURO TRAIL-ADV 2 tires visit: [ENDURO TRAIL-ADV 2 | Mitas Moto](#)

Motorsport, adventure and lifestyle at the Mitas booth

More than showcasing new products, the Mitas stand will immerse visitors in the brand's world of adventure, competition and lifestyle.

One of the highlights at the Mitas stand will be the Ducati DesertX that Brazilian rider Adriano Galante will compete on in the upcoming Rally dos Sertões. Equipped with Mitas ENDURO TRAIL-XT+ Dakar tires, the motorcycle will be on display throughout the event,

giving visitors an up-close look at the very machine prepared to take on one of the world's most demanding off-road competitions.

Throughout the event, visitors will also have the opportunity to meet several Brazilian riders, including Tomaz Santos. After an impressive debut at the Rally dos Sertões, where he finished third in the Big Trail category, Santos returns for his second consecutive participation aboard his BMW F 900, now equipped with Mitas ENDURO TRAIL-XT+ Dakar tires for the first time.

The booth will also feature the Belco Motocross Team motorcycle fitted with Mitas TERRA FORCE-MX tires, engineered to deliver exceptional traction, durability and control in the demanding conditions of motocross competition.

Adding a lifestyle touch to the experience, Mitas will host a specialty coffee corner in partnership with Gisele Favaro, a Brazilian content creator recognized for her passion for motorcycles, travel, specialty coffee and lifestyle. Founder of the Xique no Urtimo coffee brand, she will welcome visitors with a selection of specialty coffees, creating a relaxed atmosphere where riders and enthusiasts can connect, exchange experiences and enjoy the festival with great energy.

A complete portfolio for every rider

In addition to its latest launches, Mitas will showcase its comprehensive range of motorcycle tires, offering solutions tailored to different riding styles and applications, including:

- Sport
- Adventure
- Off-Road
- Scooter

Visitors will have the opportunity to explore the technologies behind each product, speak with Mitas specialists and discover how every tire is engineered to deliver the ideal combination of safety, performance, durability and riding enjoyment.

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With a growing presence in Latin America, Mitas continues to deliver motorcycle tires that combine European engineering, innovation and reliability, supporting riders across every discipline—from everyday commuting and touring to off-road adventures and professional competition.

Mitas is a tire brand with decades of tradition, serving customers in the agriculture, material handling, construction and two-wheel markets. Mitas provides smart and reliable tire solutions designed to meet the everyday challenges faced by professionals in these industries, as well as by riders exploring new roads and trails on two wheels.

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