

Mitas

NEWSLETTER FOR CUSTOMERS AND FRIENDS OF MITAS



POWERPULL 01- A NEW SIZE FOR TRACTOR PULLING

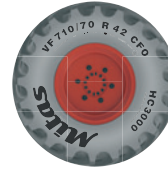
WITH THIS NEW SIZE DEVELOPED, MITAS CAN COVER THE MOST POPULAR COMPETITION-LEVEL TRACTORS.

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EDITORIAL

Mitas IN has a new design

Today's Mitas IN is different to its predecessors: more content and a new look.



Download the latest issue of Mitas IN here.

So, what is in store for you in today's issue? We bring you tractor pulling, a sport for modified high-powered tractors. Here, the tires need to be able to transfer the enormous power, and Mitas is one of only a few brands to offer such special tires. This year a new size of the PowerPull 01 competition tires has been added to our offer.

We will also introduce you to tractor tires you (almost) can't hear. These are the Mitas SST (Silent Speed Tires) tires, the construction of which reduces noise levels in the cabin and provides additional benefits. These beneficial properties are primarily achieved through the special tire tread pattern and its steel-belted construction.

We can all certainly agree that a construction site is far from a comfortable place to work. Unpaved surfaces, sand, deep mud, and sharp stones are just some of the terrains on which construction machinery must safely move around. We advise you on which Mitas excavator tires to choose for work under such variable conditions.

We also reveal big news from our Mitas motorcycle world. A new version of the SW-07 SPEEDWAY tire, one of the tires most commonly used by speedway racers all over the world, has just been launched. Racers will also definitely welcome all the

details about a new type of mousse, a special tire insert replacing the inner tube in the most demanding competitions.

We also guide you through the types of information found on tire sidewalls and explain exactly what they mean for you.

Yet that is far from everything – come and see for yourself! We hope you enjoy reading this edition of Mitas IN, please tell us what you think of our new look, and what you would like to see in the future.

Your Mitas Team

Mitas motorcycle and aircraft tires are part of the Two Wheels & Specialty Tires business unit of Trelleborg Wheel Systems.

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Mitas is one of Europe's leading tire brands for agricultural machines, construction vehicles, material handling equipment, motorcycles, and other specialty segments. www.mitas-tires.com

Cover photo: Jan Lohse



POWERPULL 01: A NEW SIZE FOR TRACTOR PULLING

Expertly constructed, striking competition machines with motors that produce impressive outputs and breathtaking pulling power; stands full of enthusiastic fans closely following the performance of their favorite team: combine these and you've got tractor pulling – a sport highly popular in the United States and in Western Europe.

In this discipline, specially modified high-powered tractors compete to pull a heavy weight known as a sled over a predetermined distance. The real stars in tractor pulling are the tires, which must be able to transfer the enormous power of the competition motors and the increasing weight of the sled. Mitas is one of the few tire brands that offer special tires dedicated to this sport.

Mitas has launched a new size of its special PowerPull 01 tire developed for tractor pulling races. The new 24.5-32 PowerPull 01 size is one of the most widely used on competition-level tractors.

The new tire is the second Mitas PowerPull 01 tire after the successful 30.5L-32 version launched in 2016 and, like its predecessor, is built to deliver exceptional drive. Designed for rear-wheel drive and conditions of extreme stress, the slick surface has no tread pattern, which allows teams to carve their own. Its design comes from Mitas' years of experience designing and manufacturing tires for high-horsepower tractors. The first orders have already come in from racing teams from the United States and Western Europe.

"Tractor pulling is an extreme sport that really puts tires to the test. Producing the right tires is a demanding job, and Mitas is here to continue supporting all our customers worldwide in this special sport. With two new sizes developed, we can cover the most popular competition-level tractors, and can't wait to see how well they perform in upcoming showdowns," says Pavel Kott, Product Manager for Mitas agricultural tires. "Based on how successful the new tire is, we are considering the launch of another PowerPull 01 tire size in the mid-term," says Kott about Mitas' plans.



Mitas has a long history in tractor pulling contests, working with several pulling stables and a number of teams competing with Mitas PowerPull 01 tires. In 2018, two tractors from the German Green Monster Team won European championship titles in their categories using PowerPull 01 tires. For this year, Mitas is back as official partner of the 2022 Eurocup Series organized by the European

Tractor Pulling Committee (ETPC). Mitas has been a partner of Eurocup, the most important tractor pulling series in Europe, since 2014.

JB

DID YOU KNOW...

... the origins of tractor pulling date to a time when only horsepower was used in agriculture? Even then, farmers competed against one another to see who had the strongest horses. They vied over how long it would take a team of horses to pull a wagon loaded with hay or stones from one point to another, and thus the heart of pulling competitions was born. Horses were eventually replaced with mechanical equipment and competitions became more complex. The first documented motorized competition took place in 1929 in the United States. Today, this sport demands modern, powerful tractors and special tires to compete, and Mitas is a huge part of the tractor pulling world.

Mitas PowerPull 01 tires mounted on a Green Monster Stage V Mitas Edition tractor.



WHEELED EXCAVATORS: WHICH TREAD PATTERN WORKS BEST?

A construction site is far from a comfortable place to work. Unpaved surfaces, sand, deep mud, and sharp stones are just some of the terrains on which construction machinery must move safely yet effectively. The proper operation of wheeled excavators under such conditions depends to a great extent on the selection of suitable tires. Which Mitas excavator tires should you choose for work under such variable conditions?



Mitas EM-22 tires mounted on a JCB excavator. These tires are suitable above all for high-power modern excavators.

	Crushed Rock	Gravel	Road	Sand	Loam	Mud
EM-23	High	High	High	Low	Low	Low
EX-01	High	High	High	Low	Low	Low
EM-22	High	High	High	Medium	Medium	Medium
NB 38	High	High	High	Medium	Medium	Medium
NB 38 Extra ML	High	High	High	Medium	Medium	Medium
TI-12	Low	Low	Low	High	High	High

Surface suitability chart for Mitas excavator tires.

ratio in the central part improves stability and smooth running on hard surfaces.

The TI-12 is surely the soft-terrain specialist among Mitas excavator tires. This is a tire with outstanding traction, the width of which makes it suitable as an alternative to dual mounting for soft to muddy terrain, and also for use in agriculture.

“Mitas excavator tires feature versions for all terrain types, and we also cover the most popular sizes used by construction machinery manufacturers,” explains Jaroslav Musil, Mitas Product Manager for material handling & construction tires. “Most excavators run on 20- and 22.5-inch rims, both of which we are able to offer.”

Excavator tires are constructed with an eye to the specific characteristics they need for this purpose. In particular, this means high load capacity and damage resistance, but also traction on various types of terrain and economy of operation when the machine is moving on-road.

Mitas excavator tires are popular with construction machine manufacturers, and they can be found on machines produced by the biggest brands. Thanks to Mitas’ global sales network, Mitas tires can be seen all over the world. JB

The EM-22, NB 38 and NB 38 Extra ML are the most flexible Mitas excavator tires in terms of usability. They offer outstanding characteristics on gravel, paved surfaces, sand and mud. The EM-22 and NB 38 are also among the most popular of all Mitas excavator tires. The NB 38 is a proven tread pattern for universal use with good traction and self-cleaning capabilities, and it forged the path for a new generation of tires with the EM-22 tread pattern. Their greater width gives these tires even better traction, yet they retain their good self-cleaning capabilities. The width of the NB 38 Extra ML ensures better machine stability.

The EM-23 and EX-01 are designed for hard and rocky terrains. The former is specially designed for excavators operating under hard, stony conditions and is characterized by its increased puncture resistance and tread durability thanks to its low void ratio. The EX-01 is the first Mitas radial excavator tire with

a non-directional tread pattern and reinforced sidewalls designed especially for use in dual mounting systems without the need for a steel spacer ring. Thanks to its all-steel construction, it offers enhanced stability and higher damage resistance on stony and gravel surfaces. The shoulder shape ensures effective traction on soft surfaces, while the lower void

MITAS EXCAVATORS TIRES



SST: A VIRTUALLY SILENT TIRE

What are modern tractors like? They are increasingly more powerful, versatile and faster. Their higher speeds mean they can accelerate transfers between fields and thus extend the period available for agricultural work, saving both time and money. Nevertheless, tractor tires tend to be a fairly noticeable source of noise when driving at high speeds on roads. The distracting effect is the combined result of the sound of the motor and the noise made by the rear tires when their special tread patterns roll along paved surfaces at higher speeds.

The Mitas SST (Silent Speed Tire) rear radial tractor tire is the solution to reduce noise emissions. It is characterized by reduced rolling resistance and less vibration at higher speeds, resulting in lower cabin noise levels.

Tests of these tires have shown that by reducing the so-called booming noise they can reduce the cabin noise level by 3.6 decibels compared to conventional tires, which contributes to lowering the noise burden on the operator and maximizing their concentration.

Apart from reducing noise, the new SST tire construction also reduces costs for operators, who value the lower rolling resistance, long tire lifespan, and high damage resistance. These beneficial characteristics are achieved primarily through the tread pattern and the tire construction with steel belt reinforcement.

Another important feature of the Mitas range is their top speed of 70 km/h, which can be maintained for long periods without negatively impacting tire life, something that is ideal for today's tractors. These tires

also exhibit significantly less vibration at higher speeds on the road.

"The SST tire series meets the demand for environmentally friendly yet economical tires that give their users added value and additional benefits in the form of higher operator comfort and lower cabin noise levels," says Pavel Kott, Product Manager for Mitas agricultural tires. Tires from the Mitas SST series are especially popular in Europe, where noise emissions are closely monitored. A series of renowned agricultural machinery manufacturers use them as original equipment. Mitas currently offers the SST range in 38- and 42-inch rims, all tubeless designs. JB



Mitas SST tires reduce the so-called booming noise.

WHAT IS THE BOOMING NOISE?

The noise in tractor cabins comes from the two main sources: the engine and the impact of the lugs on the road as the rear tires rotate. At speeds above 40 km/h (frequency 110 Hz and higher), these combined noises cause a resonance and loud humming sound known as booming. It can lead to reduced comfort, compromised safety and increased stress for the operator. The front wheels don't create this noise, which is why SST tires are designed for rear axles only.

MITAS EXTENDS ITS MOUSSE RANGE

Mitas extends its mousse range with a new rally version to meet the specific demands of rally racers. The new mousse features a durable compound that is suitable for high speeds and resistant to heat and sharp objects, delivering superior performance on vertical technical sections. It is designed for use in combination with the Mitas rally tire range, including the E-12 RALLY STAR, E-13 RALLY STAR, C-21 STONE KING and C-17 STONEATER Dakar, and is available in the 140/80-18 rear and 90/90-21 front sizes.

"When developing the new Mitas Rally Mousse, we kept in mind that racers are seeking a durable and versatile mousse option to deliver constant performance throughout the whole race," explains Gustavo Pinto Teixeira, Vice President Two Wheels at Trelleborg Wheel Systems.

The complete development process was supported by professional racers under various weather conditions and terrains. The most demanding test was performed by rider Simon Marčič during the arduous 2022 Dakar Rally. He reviewed



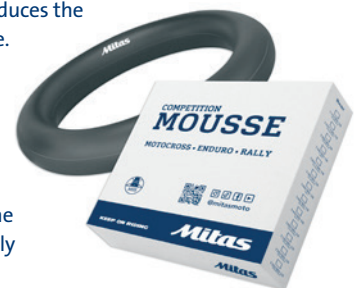
Watch the video about Mitas mousses here.

the mousse in an online video after he successfully finished the race, saying: "This new Mitas Rally Mousse really proved its superior performance in terms of versatility, making it the perfect choice for different types of rallies, from short to long ones."

In addition to the Mitas Rally Mousse, the Mitas mousse range includes products for motocross and enduro, available in several 18- to 21-inch sizes and in three different versions: a standard version for motocross and cross country, a soft version for enduro, and an extreme version for technical extreme enduro sections. JB

WHAT IS MOUSSE?

Mitas mousse is used to replace inner tubes in off-road racing tires, as it significantly reduces the risk of a flat tire. Mitas mousses are designed to perfectly fit Mitas motocross, enduro, extreme enduro, and rally tires.



ARE YOU FAMILIAR WITH TIRE MARKINGS?

You might be surprised what you can read on the sidewall of your tires. There are plenty of numbers, letters, and other details that tell you what size and type of tire it is. But there's also a lot more very useful information, such as the rotation direction, the maximum load, and the maximum speed. Yet the tire size designation is the most important. It can take many forms, so we'll summarize the most common ones here.

Tire size markings

340 is a tire width in millimeters.

85 means aspect ratio (height/width; in %).

R means radial construction.

24 is a rim diameter in inches.

340/85 R 24

Other types of tire size markings

15.0/55 – 17

15.0 = tire width (in inches)
 55 = aspect ratio (height/width; in %)
 – = diagonal construction
 17 = rim diameter (in inches)

31×15.50 – 15

31 = overall diameter (in inches)
 15.50 = tire width (in inches)
 – = diagonal construction
 15 = rim diameter (in inches)

17.5L – 24

17.5 = tire width (in inches)
 L = reduced aspect ratio
 – = diagonal construction
 24 = rim diameter (in inches)

7.50 – 20

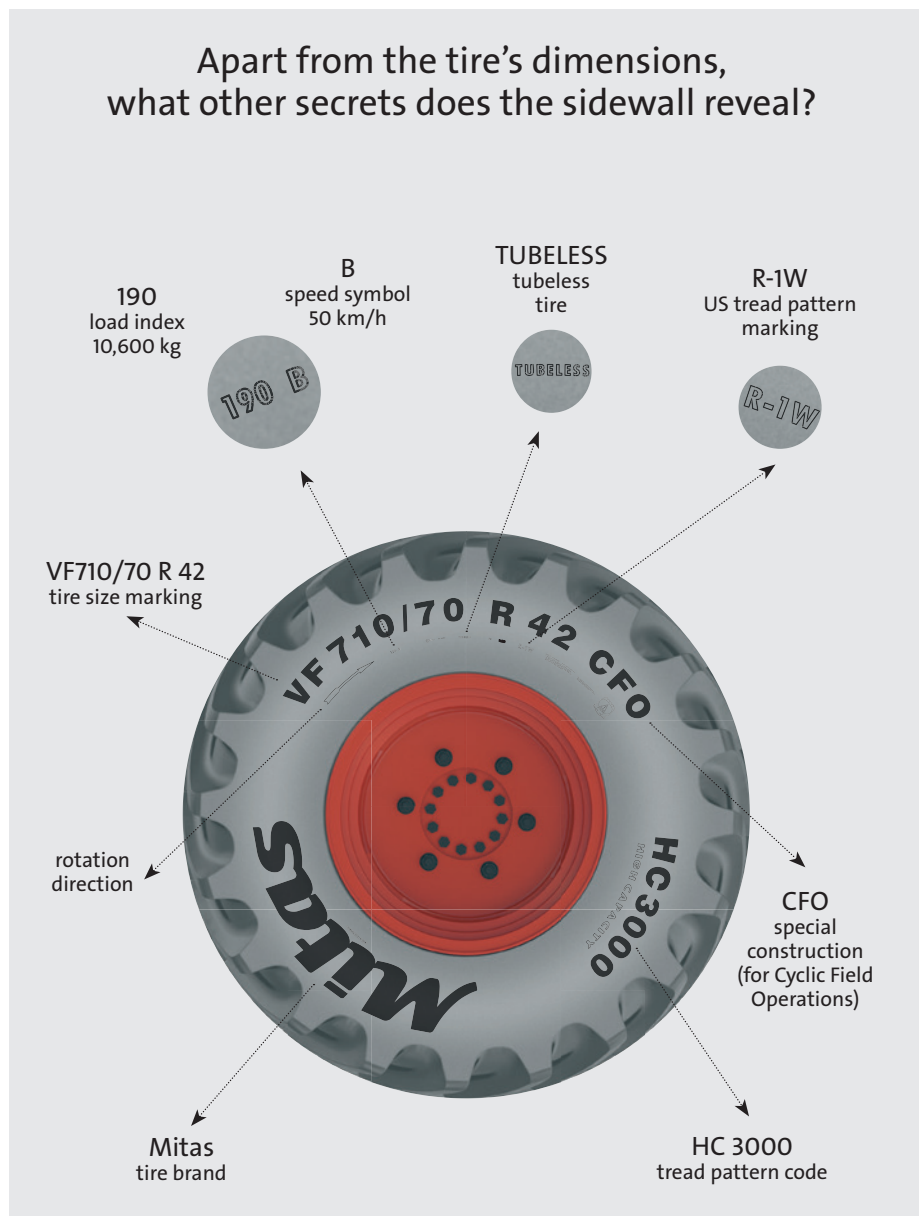
7.50 = tire width (in inches)
 – = diagonal construction
 20 = rim diameter (in inches)

16 × 4

16 = overall tire diameter (in inches)
 4 = tire width (in inches)

You're probably wondering why we mark tire dimensions in so many different ways. The answer is simple - it's partly due to historical developments, where different tire sizes have always had to be specified for different applications. Sometimes the width of the tire played a role, sometimes the outer diameter, sometimes the rim diameter. Lastly, the height of the tread, given by the ratio between the height of the sidewall and the tire's width, was added.

Apart from the tire's dimensions, what other secrets does the sidewall reveal?



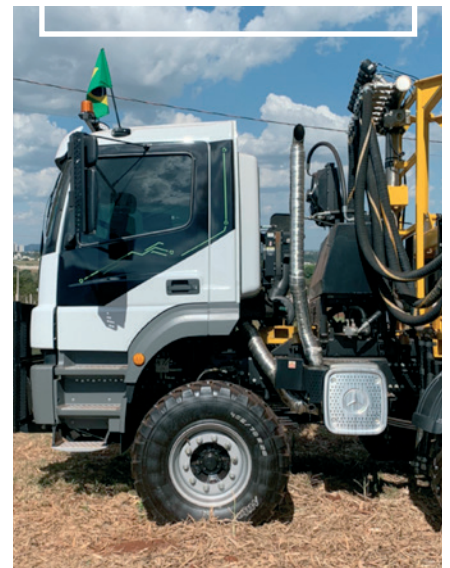


MITAS FAIRS & EXHIBITIONS

AGROMashEXPO
BUDAPEST, HUNGARY
JANUARY 26-29, 2022



NATIONAL FARM MACHINERY SHOW
KENTUCKY, USA
FEBRUARY 16-19, 2022



AGRISHOW
BRAZIL
APRIL 25-29, 2022

NEW MITAS SW-07 SPEEDWAY TIRE

Mitas is proud to introduce a new version of the SW-07 SPEEDWAY tire, one of the tires most commonly used by speedway racers around the world. This is the most advanced speedway tire Mitas has ever made, and it is specifically designed for the highest level of competitive speedway racing.

A newly developed compound and construction for the SW-07 SPEEDWAY tire provides improved grip and footprint, delivering an extraordinary performance for the whole race. The new version is easily recognizable thanks to the orange stripe on the tread pattern. This tire is designed as the rear fitment that forms a perfect pair with the SW-12 SPEEDWAY on the front wheel.

“The introduction of the new Mitas SW-07 SPEEDWAY tire represents our continuous commitment to supporting all our riders with the perfect product in any challenge they have to face,” says Gustavo Pinto Teixeira, Vice President Two Wheels at Trelleborg Wheel Systems. “We can’t wait for speedway racers to start using this new version and are sure it will help them to achieve amazing results. We are proud that the development was supported by many top speedway racers. Special thanks to all the racers with whom we worked closely during the development stages.”

This new Mitas tire was designed in accordance with International Motorcycling Federation regulations and can therefore be used in all races and championships under the federation.

JB



IN SHORT

20 YEARS OF EXPERIENCE

This year marks the 20th anniversary of the manufacture of the first Mitas radial tire for construction machinery. Over that time, Mitas has gained a great deal of invaluable experience in their manufacture and has significantly expanded its radial tire offering. In 2002, it manufactured three sizes of the all-steel EM-01 tire, followed by the EM-02 tread pattern and the AR-01, a tire for agricultural trailers. The first radial tires for construction machinery were manufactured at the Zlin plant and fared well in the strictest comparisons with the world’s best. Experience from the earlier manufacture of Mitas radial tractor tires was applied in their development. Today, Mitas offers radial tires for construction machinery, industrial tractors, excavators, mobile cranes, and a range of multipurpose MPT tires.

MITAS PARTNERSHIP WITH ALFREDO GOMEZ

Mitas Moto announced a new global partnership with Alfredo Gomez, an extreme enduro rider who has won numerous podiums in the toughest races. With feedback from Alfredo, Mitas will enhance its product portfolio for enduro competition and strengthen its position in the extreme enduro discipline. “We look forward to working with Alfredo and taking the Mitas enduro competition range to the next level,” explains Gustavo Pinto Teixeira, Vice President Two Wheels at Trelleborg Wheel Systems. “After having tested the Mitas products, I am really happy to start a new chapter of my career with Mitas. In such a competitive sport, you cannot only rely on yourself as choosing the perfect tires is also key,” Alfredo Gomez adds.



Photo by Mihai Birca.

OUR WEBSITES WITH A UNIFIED FACE

All Mitas product websites now have the same design and layout. Visitors appreciate the elegant design, user-friendly environment, intuitive navigation and easy search tools. The Mitas tire websites are available at www.mitas-tires.com in 22 languages, while the Mitas Moto websites are available in ten languages on the existing www.mitas-moto.com domain. Dutch is the latest addition. Check out how easy it is to search for information on all Mitas websites!

MITAS. THE SMART PARTNER FOR YOUR SUCCESS

Mitas started the new year with a campaign that you've probably seen in both digital and print spaces. New visuals present Mitas tires as smart companions when working on the field, on construction sites, or anywhere they are used. The unifying element of the new campaign is likeable and positive figures based on Mitas tires who use gestures to clearly show how they help their owners and make their lives easier.

“The new visuals highlight the key features and benefits of Mitas tires in a straightforward way. We gave life to the tire so it can communicate directly to its user the reasons to choose it and the best application,” says Silvia Giacoia, Brands & Communications Director at Trelleborg Wheel Systems. “Yet their new look is much more engaging and sophisticated, and clearly explains how Mitas is a smart partner for your success.” How do you like the new visuals? JB

OUR MAXIMUM LOAD CAPACITY LEND A HAND TO YOUR WORK.



SFT (SUPER FLEXION TIRE)

THE SMART PARTNER FOR YOUR SUCCESS.

mitas-tires.com

Mitas