



Mitas introduces GRANTERRA VF PFO tire range for High-Horsepower Tractors

- **At Agritechnica 2025, Mitas unveils GRANTERRA, the new tire range for high-horsepower tractors, combining power, reliability, and soil protection.**

Mitas proudly unveils GRANTERRA, the next-generation tire range engineered for today's most powerful and demanding tractors.

Building on decades of expertise in agricultural tire manufacturing, Mitas developed GRANTERRA range to meet the evolving needs of modern farming, where efficiency, soil protection, and productivity must work hand in hand. With advanced VF PFO (Very High Flexion – Pressure Field Operation) technology, reinforced carcass construction, and an entirely new tread design, the new Mitas tire line has been engineered to deliver outstanding performance where it matters most, in the field. Every feature of the tire has been designed to maximize traction, protect the soil, and ensure consistent performance even under the toughest working conditions.

Its deep tread pattern ensures excellent traction during demanding field operations, maintaining grip and stability even in soft or uneven terrain and at low inflation pressures. This means reliable performance and consistent pulling power, whatever the conditions. The wide tread design further enhances stability, distributing the load more evenly to reduce soil compaction and extend tire life, a key factor for both productivity and soil preservation.

A raised area between the lugs significantly improves resistance to stubble damage, preventing early aging of the tire and ensuring the tire maintains its performance over time, even in the most challenging environments.

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At the heart of GRANTERRA lies VF PFO technology, which guarantees exceptional flexibility and soil protection. Operating at lower pressures and speeds (5–15 km/h) in high-torque applications, the tire achieves a larger, more uniform footprint, improving load distribution and reducing soil stress. The result is a tire that not only performs with power and precision but also helps preserve soil health, boosting long-term productivity and supporting more sustainable farming practices.

“With GRANTERRA, we are reaffirming Mitas’ role as a key player across all agricultural segments,” said Roberta D’Agnano, Global Marketing Director at Mitas. “GRANTERRA embodies our vision of farming that’s powerful, precise, and efficient. It’s the result of listening to the real needs of farmers and contractors, and translating them into innovation that protects the land while boosting productivity.”

Unveiled today at Agritechnica 2025 at Mitas stand (Hall 20, booth B58), GRANTERRA represents a major milestone in Mitas’ ongoing journey of innovation, with the debut of the VF 710/75R42 PFO, the first size in the new range, underscoring the brand’s commitment to delivering advanced solutions for the next generation of high-horsepower tractors.

To find out more about Mitas agricultural tires go to: www.mitas-tires.com

Mitas is the tire brand for customers across Agricultural, Construction and Two-Wheeler markets with a decades-long tradition.

The Mitas portfolio offers reliable tires that meet the everyday challenges on the job or out on the trails on two wheels.

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