

Mitas makes strong debut at SIAM 2025 in Morocco

- **First-time presence reinforces Mitas' commitment to supporting agriculture across North Africa with reliable tire solutions**

Mitas proudly participated for the first time at SIAM 2025 (Salon International de l'Agriculture au Maroc), held in Meknès from April 21 to 27. The brand took part in the event in partnership with SPEN SPHF, a leading distributor of agricultural tires in Morocco and a long-standing Mitas partner. Together, they work to expand access to reliable tire solutions across the region, combining SPEN SPHF's extensive national distribution network and deep market knowledge with Mitas' proven product performance.

SIAM is one of the largest and most influential agricultural fairs in Africa, attracting almost a million visitors and thousands of exhibitors from around the world. The 2025 edition was a resounding success, offering Mitas the perfect opportunity to present its trusted tire solutions to the Moroccan farming community and strengthen its presence in the region.

At the Mitas stand, visitors were welcomed by the brand's team of experts, who were on hand throughout the event to offer advice, answer questions, and provide personalized recommendations. This hands-on approach reflects Mitas' strong commitment to being present alongside its customers and end users, understanding their needs and supporting them in their daily work. Visitors also had the chance to explore two of the brand's flagship products – the AC85 and the Agriterro Ultra – each designed to meet specific agricultural challenges with performance and reliability.

The **AC85** is a versatile radial tire ideal for tractors working across a variety of terrains and crop types. It is known for its excellent traction, high load-carrying capacity, and resistance to wear, ensuring consistent performance throughout the seasons. Its flexible sidewalls and optimized footprint help minimize soil compaction, preserving soil health and crop yield.

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The **Agriterra Ultra tire** is engineered for modern agricultural trailers and tankers, especially where high-speed road transport and heavy loads are involved. Thanks to its steel-belted construction, the tire offers superior stability, reduced rolling resistance, and improved fuel efficiency. Its self-cleaning tread pattern enhances grip in the field while ensuring a smooth and quiet ride on the road, making it the ideal choice for all trailer equipment.

“Participating at SIAM is a significant milestone for Mitas as we continue to grow our footprint in North Africa,” said Richard Leborgne, Managing Director AME at Yokohama TWS. “We are proud to showcase our trusted tire solutions alongside SPHF and engage directly with Moroccan farmers and professionals. The interest and positive feedback we received confirm the value Mitas can bring to this dynamic agricultural region.”

Mitas’ debut at SIAM marks an important step in strengthening its presence in Morocco and across North Africa, helping more farmers equip their machines with reliable, field-proven tires.

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

Mitas is the tire brand for customers across Agricultural, Material Handling, 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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