

Press Release

18.05.2023



Mitas charges ahead for Red Bull Erzbergrodeo sponsorship

- **Mitas extends its exciting decade-long partnership with Red Bull's extreme enduro racing event, Erzbergrodeo**
- **Mitas will be the exclusive provider for tire sales and service at the Austrian race site**
- **Erzbergrodeo includes the *Mitas Rocket Ride*, a thrilling event where 300+ riders compete to conquer the massive hill climb**

Mitas is pleased to announce that it will continue its partnership with the Red Bull Erzbergrodeo extreme enduro event, including the exciting *Mitas Rocket Ride* and exclusive tire sales and service at the race site.

Gustavo Pinto Teixeira, Vice President of Two Wheels & Specialty Tires at Yokohama TWS, emphasizes the commitment of Mitas to one of the most renowned and challenging extreme enduro races: "The partnership with more than a decade-long tradition brings together two brands that share a passion for extreme enduro racing. Providing the Red Bull Erzbergrodeo with our continued support, we are strengthening our loyalty and enthusiasm for extreme enduro discipline."

Karl Katoch, Mastermind of Red Bull Erzbergrodeo, describes the partnership: "Red Bull Erzbergrodeo and Mitas have established a strong connection in extreme enduro racing. The highest level of extreme enduro racing requires maximum determination from both the riders and the high-end products the industry has to offer."

Historically, Red Bull Erzbergrodeo has attracted the most renowned racers from all over the world. Mitas has been committed to the development and support of the extreme enduro discipline for many years and looks forward to continuing this work in the years to come.

Mitas, part of Yokohama TWS, 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.

www.mitas-tires.com



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