

Press Release

21.06.2023



Mitas hits Brazilian market with CUSTOM FORCE tire line launch at São Paolo's Festival Interlagos

- **Mitas CUSTOM FORCE tires on display for the first time in Brazil along with other flagship lines for on-road, adventure and off-road riding**
- **80,000 visitors are expected at the annual Festival Interlagos from June 22-25 in São Paulo, with Mitas Ambassadors Rigor Rico and Marcelo Silverio in attendance**
- **Mitas will offer special promotions on tire sales and on-site fitting provided by Cantu**

Brazil's famed Festival Interlagos 2023 will be the stage for the Mitas launch of its CUSTOM FORCE tire line for motorcycle enthusiasts across Brazil. Mitas team will be on hand to showcase the full range of Two-Wheeler tires, and to provide sales and service right on site. The Festival, taking place from June 22-25 at São Paolo's Interlagos Racing Circuit, is expected to attract 80,000 visitors for four days of exciting racing and music.

Gustavo Pinto Teixeira, Vice President of Two Wheels and Specialty Tires at Yokohama TWS commented: "Festival Interlagos is a terrific place to showcase our new products for the Brazilian market and we are keen to finally bring our Mitas CUSTOM FORCE range to the owners of cruiser motorcycles. We will also be showing off our other on-road, adventure and off-road ranges to Brazilians, who will soon be seeing new, larger sizes in our SPORT FORCE+ RS line and extra force for tackling on- and off-road trails from our ENDURO TRAIL+ line".

Mitas will be offering special promotions to festival goers, with riders able to change their tires right on the spot at Cantu's stand, Mitas service partner. Fans will also get the chance to catch up with Mitas Ambassadors, Rigor Rico, Brazilian Hard Enduro star and Marcelo Silverio, Supermoto and Flat Track racer.

Mitas CUSTOM FORCE: A high-performance tire for cruiser motorcycles

Brazilian riders will now be able to rely on extra grip for on-road cruising. Mitas CUSTOM FORCE features a special compound proven to provide superb high stability and safety in both dry and

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wet road conditions. Its unique construction technology guarantees smooth handling and greater durability, no matter the load.

For more information on Mitas CUSTOM FORCE and available sizes, visit: www.mitas-moto.com/en/products/motorcycle-on-road-tires/motorcycle-custom-tires/custom-force

Mitas SPORT FORCE+ RS: New tire sizes for track days coming soon to Brazil

The Mitas SPORT FORCE+ RS is designed for the racetrack but also made for the road. With its specially developed Racing Soft (RS) compound, it offers exceptional grip at extreme lean angles and superb straight-line stability at high speeds. The special construction ensures total control over the motorcycle with amazing feedback and feel. With three new larger sizes coming soon – 120/70ZR17, 180/55ZR17, 190/55ZR17 – more riders will be able to take on their favorite racetrack with more strength, speed and stability from the Mitas SPORT FORCE+ RS. For full details on Mitas SPORT FORCE+ RS and available sizes, visit: www.mitas-moto.com/en/products/motorcycle-on-road-tires/motorcycle-racing-tires/sport-force-plus-rs

Mitas ENDURO TRAIL+: More on- and off-road adventures tried and tested by Chris Birch

Based on the popular E-07+ and selected as original equipment for 2023 KTM 890 ADVENTURE R, the ENDURO TRAIL+ was developed, tried and tested with the support of Mitas Brand Ambassador, Chris Birch. Thanks to a new compound, enhanced construction and an iconic tread pattern design, the Mitas ENDURO TRAIL+ ensures excellent off-road handling and responsiveness on rocky or gravel terrain, as well as comfort and stability on the road and in both wet or dry conditions. For more information on Mitas ENDURO TRAIL+ and available sizes, visit: www.mitas-moto.com/en/products/motorcycle-trail-tires/enduro-trail-plus

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.

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