

Press Release

12.11.2024



Mitas exclusive tire partner for 2024 Roof of Africa Hard Enduro race

- Mitas will be sole provider for tire sales and services throughout enduro competition
- The Roof of Africa race runs from November 28-30, 2024, in Lesotho

Mitas announces its newest partnership, joining up with the oldest Hard Enduro race – The Roof of Africa 2024 competition in Lesotho. From November 28-30, Mitas will be on hand to provide exclusive tire sales and service at the race site where 500+ competitors and 100 adventure riders will take on the Lesotho mountain range.

Gustavo Pinto Teixeira, head of Mitas Motorcycle tires, emphasizes the importance of Mitas support to the legendary Hard Enduro race: “This thrilling partnership brings together two brands historically linked to Hard Enduro racing. We can’t think of a more exciting way to show our dedication and passion to enduro racing than supporting the tough riders on the Roof of Africa.”

The Roof of Africa stands as the oldest Hard Enduro event globally, dating back to 1967. It attracts the most renowned racers from around the world, to compete in what seems like a series of never-ending ascents, with riders frequently breaking the 3000m altitude mark. Spanning 250 to 350 km over three days, it offers breathtaking landscapes of the majestic Maloti Mountains, ensuring an unforgettable experience for all involved.

During the event, Mitas will run a gripping challenge, the “Mitas Tire Change Competition,” whereby participants will race to see who can change a tire the fastest, with the winner receiving a Mitas tire.

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

www.mitas-tires.com



Press Release

12.11.2024



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.

Press Contact:

Janja Likar Čarman

Marketing Manager Mitas Motorcycle Tires

Email : janja.carman@mitas-tires.com

Phone: +386 41 599 764

News Online Section: www.mitas-moto.com/press-room

www.mitas-tires.com

