

## Press Release

3.12.2024



### **Mitas TERRA FORCE-EF tires chosen as original fitment for Sherco enduro racing bikes**

- **Mitas selected as Original Equipment supplier for 2025 Sherco Racing models**
- **Sherco will fit the Mitas TERRA FORCE-EF SUPER model designed for Fast Enduro competition**
- **Mitas TERRA FORCE-EF tire line chosen for reliability and performance in all forms of enduro racing**

Mitas announces its newest OE partnership for the enduro market, embarking on its first-ever collaboration with renowned French motorcycle manufacturer, Sherco. Mitas' TERRA FORCE-EF in SUPER version, expressly designed for Fast Enduro, was selected as original equipment fitment for the **2025 Sherco Racing** models, thanks to its unbeatable features and tough performance on any terrain.

Gustavo Pinto Teixeira, Head of Mitas Motorcycle Tires, states: "We are proud to be the brand selected by Sherco as their original equipment tire supplier for the racing models. It will be a real game changer in competitions and is a testament to the excellence of our Mitas products. The Mitas TERRA FORCE-EF tires are the perfect choice for riders looking to enhance their riding experience and tackle any off-road terrain."

#### **Mitas offers one of the most comprehensive enduro tire lines on the market**

Mitas boasts an extensive range of tires for both competition and weekend enthusiasts. The TERRA FORCE-EF, EF PRO and EF 2 SM tire lines are the ultimate choice for the rider who demands unwavering confidence, a robust grip, and steady control no matter the surface, speed, or technical difficulty of the terrain. The tires feature a knob design that's FIM enduro racing standard compliant and are shown to deliver incredible traction, stability and long-lasting durability in any riding conditions.

[www.mitas-tires.com](http://www.mitas-tires.com)



# Press Release

3.12.2024



Available in three unique compounds and carcass constructions: SUPER for Fast Enduro, SUPER LIGHT for Technical Enduro, and SUPER SOFT for Extreme Enduro—these tough Mitas tires are best in class.

For more information about Mitas Enduro tires visit:

<https://www.mitas-moto.com/en-us/products/motorcycle-off-road-tires/enduro-tires>

---

**Mitas** 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.

**Press Contact:**

Janja Likar Čarman

Marketing Manager Mitas Motorcycle Tires

Email : [janja.carman@mitas-tires.com](mailto:janja.carman@mitas-tires.com)

Phone: +386 41 599 764

**News Online Section:** [www.mitas-moto.com/press-room](http://www.mitas-moto.com/press-room)

[www.mitas-tires.com](http://www.mitas-tires.com)

