

MITAS MOTO NEWSLETTER

#1 / 2020

New Mitas Moto catalogue

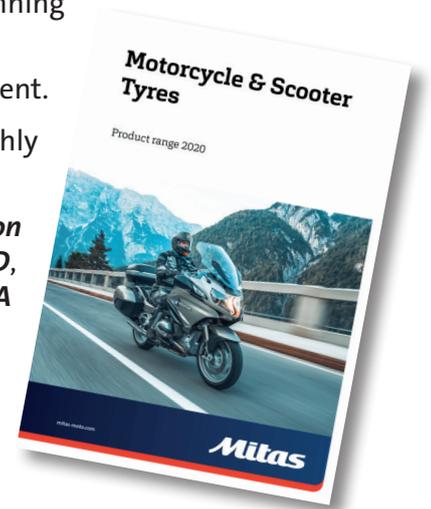
The English version of **2020 Mitas Moto catalogue** was introduced at the beginning of the year and it offers plenty of novelties.

We are adding all-new custom cruiser tyre **CUSTOM FORCE** to the on-road segment.

In the trail/adventure segment, we are reintroducing the full range of a highly popular **E-07**.

There are also numerous novelties in the off-road range. **Motocross competition tyres** feature a new stripe marking (two red stripes on **TERRA FORCE-MX SAND**, red & yellow stripe on **TERRA FORCE-MX SM** and red & green stripe on **TERRA FORCE-MX MH**).

We are also adding new patterns to the enduro (**TERRA FORCE-MX SM Super** and **Super Light**, **TERRA FORCE-MX MH Super** and **Super Light**) and extreme enduro ranges (**TERRA FORCE-MX MH Super Soft** and **C-16 Super Soft**).



Motorsport news

Mitas rider Simon Marčič finished Dakar 2020 in 8th place in his category

The 2020 Dakar Rally was Simon's 6th Dakar. Simon finished it in great 8th place in his category Original by Motul and in 50th place overall moto. He was riding Mitas **E-12** on the rear wheel and Mitas **TERRA FORCE-EF Super** and Mitas **C-21 Super** on the front wheel. Watch the **video** for more detailed insight about the tyres.



Simon Marčič at Dakar 2020
Photo credit: Denis Janežič

The Baikal Project successfully completed

Mitas Moto was a proud partner for *The Baikal Project* held between 15th and 25th February 2020, at Lake Baikal in Siberia, Russia. A group of five adventure enthusiasts have been riding 830 km across the frozen Lake Baikal in Siberian winter. This was the longest ride on ice in 7 days and breaks Guinness World Record. All motorcycles were equipped with **studded Mitas XT-434 Winter Friction 80/100-21 front and Mitas XT-454 Winter Friction 110/100-18 rear tyres**.

BBC World will broadcast a 6-part documentary about the adventure.

As a special guests, they have also attended Baikal Mile Ice Speed Festival.



Photo credit: Egidijus Babelis



Exhibitions

Mitas Moto at preseason exhibitions in Germany, Italy and France

In Europe, the beginning of the year is always a perfect time for holding preseason exhibitions. In January and February, Mitas Moto showcased the novelties and existing range at exhibitions in Germany, Italy and France. We would like to thank all of you who dropped by our stand at preseason exhibitions!



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