



## MITAS MOTO NEWSLETTER

JANUARY RECAP

January kicked off the year with strong global visibility for Mitas Moto, thanks to key industry events and an inspiring victory on the world's toughest rally.



### Parts Unlimited NVP Product Expo (Louisville, KY, USA)

We had an excellent start to the year at the **Parts Unlimited NVP Product Expo**, where our team met with U.S. dealers and retailers. We're excited for the opportunity to continue expanding our presence and growing our customer base, and truly grateful for the outstanding effort Parts Unlimited puts into creating such a top-tier event year after year.



### Motor Bike Expo (Verona, Italy)

At **Motor Bike Expo Verona**, one of most energetic gatherings for motorcycle fans, we showcased our expanded Adventure, Road, and Off-Road ranges. Our stand was buzzing with energy, and it was incredible to welcome so many visitors: long-time partners, new customers, old friends, and plenty of new faces. The atmosphere and the company made the event truly special.

## Racing highlight of the year: Benjamin Melot Wins 2026 Dakar – Original by Motul Class

A major highlight of January was **Benjamin Melot's monumental victory in the 2026 Dakar Rally's Original by Motul category**, the rally's most demanding class where riders compete **without any mechanical assistance**.

After seven years of attempts, including four previous podium finishes, Melot finally achieved his long-awaited triumph at the 2026 edition.

This achievement secures Melot's place among the legends of unassisted rally racing and stands as one of the most inspiring stories of the 2026 Dakar.



## Looking ahead

With two successful events and a major racing victory already behind us, Mitas enters 2026 energized and excited for what lies ahead. Stay tuned for upcoming events, product news, and racing updates.

**KEEP ON RIDING**

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