



## Mitas expands into the motorcycle cruiser segment with the all new CUSTOM FORCE range

**Kranj, 24 October 2019** – Mitas, part of the Trelleborg Group, will introduce the all new custom cruiser tire range named: CUSTOM FORCE, at the EICMA exhibition, held from 5 to 10 November 2019, in Milan, Italy. The new range will be on display at the Mitas booth in Hall 9, Exhibition stand I73.

Mitas CUSTOM FORCE features all the important characteristics of a high-performance custom cruiser tire: durability, stability, comfort and an attractive design. Entry into the Custom cruiser tire segment represents a new chapter in the Mitas journey to becoming a full range motorcycle tire manufacturer.

The new range has been extensively tested under the most strenuous conditions possible in the U.S. as well as in different countries across Europe, to ensure the best performance.

Ksenija Bitenc, director of the Mitas Motorcycle Tires division, says: “Premium materials, along with a robust carcass ensure great riding performance at different speeds, under all weather conditions and on different road surfaces. Particular attention was taken during the development stage to ensure best-in-class braking and handling under wet conditions. No detail was left to chance to ensure the full satisfaction of riders even on longer journeys with a pillion rider and luggage.

“The attractive tread pattern design, with its elegant grooves, is in the shape of a moving snake; a fantastic complement to the tire for real custom cruiser riders.”

Mitas CUSTOM FORCE will be available for sale from January 2020 in following sizes:

Front	Rear
130/90-16 67H TL	170/80B15 77H TL
100/90-19 57H TL	130/90B16 73H TL
80/90-21 54H TL	150/80B16 77H TL

### Press Release

MITAS Motorcycle Tires & Tubes  
Škofjeloška cesta 6  
4000 Kranj, Slovenia  
[www.mitas-moto.com](http://www.mitas-moto.com)

### Public Relations

Janja Likar Čarman  
Marketing Manager  
Mobile: +386 41 599 764  
[janja.likar-carman@mitas-tyres.com](mailto:janja.likar-carman@mitas-tyres.com)



For further information on the Mitas product range, go to [www.mitas-moto.com](http://www.mitas-moto.com).

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Mitas, part of the Trelleborg Group, is one of Europe's leading tire brands for agricultural machines, construction vehicles, material handling equipment, motorcycles, bicycles and other specialty segments. Mitas tires are produced in the Czech Republic, the United States, Serbia and Slovenia, and promoted through a global sales and distribution network. [www.mitas-tyres.com](http://www.mitas-tyres.com)