



## **Mitas ENDURO TRAIL+ tires selected for the new 2023 KTM 890 ADVENTURE R**

Mitas announces a partnership with KTM Sportmotorcycle GmbH to fit its ENDURO TRAIL+ tires to the new 2023 KTM 890 ADVENTURE R motorcycle. Following the Mitas TERRA FORCE-R on the 2021 KTM 1290 SUPER ADVENTURE S and Mitas E-07 on the 2019 KTM 690 ENDURO R, this is the third Mitas original equipment fitment approved by KTM.

“Being chosen for the third time by KTM as the original equipment tire supplier is great recognition for us and for the excellence of our Mitas products. The new Mitas ENDURO TRAIL+ tires were jointly developed with KTM to enhance the bike’s unique spirit of adventure and meet the wide-ranging needs of the modern adventure rider who wants to tackle whatever the trail ahead brings,” says Gustavo Pinto Teixeira, Vice President of Two Wheels and Specialty Tires at Trelleborg Wheel Systems.

The new 2023 KTM 890 ADVENTURE R is fitted with Mitas ENDURO TRAIL+ 90/90-21 54T TL front and 150/70B18 70T TL rear tires.

Mitas ENDURO TRAIL+ represents the next generation of the E-07+ ENDURO TRAIL tread pattern. It was developed, tried and tested with the support of Mitas brand ambassador Chris Birch. Thanks to a new compound, enhanced construction and iconic tread pattern design, the Mitas ENDURO TRAIL+ ensures excellent off-road handling and responsiveness on rocky or gravel terrain, as well as comfort and stability on the road, while offering the best possible combination of wet and dry performance.

The new Mitas ENDURO TRAIL+ tires will be displayed for the first time on the Mitas stand at the EICMA exhibition, held between 8 and 13 November 2022, in Milan, Italy.

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For **press releases and images** from Mitas Moto visit the Press Room at [www.mitas-moto.com](http://www.mitas-moto.com)

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*Mitas is one of Europe’s leading tire brands for agricultural machines, construction vehicles, material handling equipment, motorcycles, and other specialty segments. [www.mitas-tyres.com](http://www.mitas-tyres.com)*