

Mitas is launching TERRA FORCE-R in April 2016

Prague, 3 March – New radial dual purpose tyre TERRA FORCE-R was designed for maxi enduro and trail motorcycles and is meant to be used 90% on-road and 10% off-road. TERRA FORCE-R is the ideal choice for commuters as well as for adventurers who love longer rides with a passenger and luggage. The aim was to offer to both groups of riders a safe, dynamic and user-friendly tyre. Mitas TERRA FORCE-R will be available for sale from April 2016.

“Mitas TERRA FORCE-R is an excellent choice for riders of adventure motorcycles,” said Ksenija Bitenc, managing director for Mitas Moto. *“TERRA FORCE-R is a radial dual purpose tyre with a more street oriented tread pattern. It offers an excellent traction on wet or dry roads and outstanding performance on light off-road surfaces,”* added Bitenc.

Mitas TERRA FORCE-R ensures immediate grip, excellent traction on wet or dry roads, easy steering and manoeuvrability with good straight and corner stability. Important characteristic of TERRA FORCE-R is also consistent performance through its lifetime and under heavy loads. All abovementioned characteristics of TERRA FORCE-R were tested by highly competent and skilled test riders. Tyre testing was done on different motorcycles, in various weather conditions and on diverse surfaces.

Tread compounds for Mitas TERRA FORCE-R were specially developed including most modern elastomers and high active fillers. Excellent grip in all conditions, optimal balanced wear rate and maximum confidence at riding on-road as well as off-road were achieved. Technologies and compounds are Mitas’ commitment to provide safe and pleasant ride.

Press Release

From MITAS a.s.
Švehlova 1900,
CZ-106 25 Praha 10
www.mitas-tyres.com

Public Relations

Aleš Kosina
Public Relations Manager
Mobile: +420 724 442 909
ales.kosina@mitas-tyres.com
press@mitas-tyres.com

Mitas TERRA FORCE-R features advanced technologies which are the result of in-house research and development:

OGT3D – 3-D Optimum Groove Technology

3-D Optimum Groove Technology (OGT 3D) is featured by optimum tread groove direction, optimum groove depth and less overheating of tread compounds.

SCT – Strong Carcass Technology

Strong Carcass Technology (SCT) maintains the carcass rigidity at a high level even as the tyre wears, thereby prolonging the optimum driving performance throughout the tyre's service life.

FEA – Final Element Analysis

Using the finite elements analysis (FEA) and a special computer-assisted simulation, optimum tyre construction was designed to achieve the highest level of grip, but at the same time rigid enough to achieve driving stability. FEA ensures optimal tread, construction and material definitions.

Mitas TERRA FORCE-R will be available for sale from April 2016 in the following sizes:

110/80R19 59V TL [F]

140/80R17 69V TL [R]

150/70R17 69V TL [R]



MITAS a.s is one of Europe's leading producers of agricultural tyres. Mitas manufactures and sells tyres under three brand names: the company's own Mitas and Cultor, and Continental under licence. In addition, MITAS a.s. produces and distributes a wide range of Mitas-branded industrial and motorcycle tyres. MITAS a.s. is a member of ČGS HOLDING a.s. and operates three production plants in the Czech Republic, one in Serbia and one in the USA, and maintains a global sales and distribution network.

Savatech d.o.o. is a European manufacturer of industrial rubber products and tyres. Savatech's Moto Programme manufactures and sells tyres under the Sava brand name. Following the acquisition of Savatech by ČGS Holding a.s. [the parent company of Mitas] the Sava brand name on Savatech-made tyres will gradually be replaced by the Mitas brand name.