

MITAS MOTO NEWSLETTER

November - December 2019

Exhibitions

Mitas Moto at EICMA 2019

The **77th edition of EICMA**, the world's biggest motorcycle exhibition, was a **great success for Mitas Moto**. The exhibition was chosen for the **launch of a new Mitas custom cruiser tyre CUSTOM FORCE** – the real **highlight** at Mitas stand. We are happy to share with you a short **video** from the event. Enjoy!

EICMA 2019 quick facts:

800,000 visitors - 1,887 brands - 43,623 trade visitors - 4,053 accredited journalists - 4,065 influencers



Mitas Moto at Custom Bike Show in Germany

Mitas Moto displayed its **new custom cruiser tyre CUSTOM FORCE** at **Custom Bike Show**, held between 6 and 8 December in Bad Salzuflen.

With 32,000 visitors, more than 300 exhibitors and approximately 1,000 custom bikes, the event remains **the world's biggest exhibition for custom motorcycles**.



Mitas Moto at exhibitions in 2020

We are pleased to announce that our 2020 exhibition calendar has already been published.

We invite you to meet the Mitas Moto team at the **following trade shows**.

Motosport news

Countdown to Dakar 2020

In less than two weeks the **Dakar Rally 2020** will roar into life. Our rider **Simon Marčič** is doing final preparations before facing a 7,500 km long route in Saudi Arabia. The **2020 edition** will be his **6th Dakar** and he will be racing in G2.2 Marathon class.

Keep your fingers crossed for a good result!



Mitas is a proud partner of The Baikal Project

Mitas will be official tyre partner for *The Baikal Project* held between **15 and 25 February 2020**, at **Lake Baikal** in **Siberia, Russia**.

A group of **six adventure enthusiasts** will be riding **700 km across the frozen Lake Baikal** on Royal Enfield Himalayans fitted with the **studded Mitas E-09 Dakar**.

Last weekend the team has successfully finished their **shakedown ride in the Arctic Circle, Finland**, to simulate the tough and unexpected conditions of Lake Baikal in Siberian winter.

They also had a chance to meet **Santa** in his official office in **Rovaniemi** before he will hit the road with his reindeer-pulled sleigh today at 19.00.



Season's Greetings

Mitas Moto team wishes you a joyous Holiday Season and a prosperous New Year!



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