



Mitas launches its first ever Draw Your Tyre challenge

Prague, July 15, 2021 – Mitas proudly presents its first ever Draw Your Tyre challenge, inviting those who use Mitas agricultural tyres every day to submit illustrations showing the tyre's features that make a difference in their lives.

Silvia Giacoia, Brands & Communications Director at Trelleborg Wheel Systems comments: "Mitas lovers rely on our tyres to carry out the work they perform every day with remarkable passion. We want to give them the chance to use that same passion to unleash their creativity and have fun playing with the products that they know and love. That's why what really matters to us is the idea behind the illustrations; we are looking forward to seeing our products through the eyes of loyal Mitas customers."

Mitas welcomes illustrations in any medium—from sketches to paintings and graphic designs—and at any artistic level. All submissions will be featured on the Mitas challenge website at drawyourtyre.digitalcontest.it/mitas/. The best three design ideas will be considered for future Mitas advertising campaigns and earn their creators great rewards.

For more information on the challenge visit drawyourtyre.digitalcontest.it/mitas/.

Mitas is one of Europe's leading tyre brands for agricultural machines, construction vehicles, material handling equipment, motorcycles, and other specialty segments. www.mitas-tyres.com

Press Release

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