



## Mitas App upgrade allows farmers worldwide to determine the right tire pressure in the field and on the road

Prague, October 12, 2021 – Mitas has launched a major upgrade to its handy tire pressure app, adding new features and languages to reach farmers wherever they are. Designed to allow farmers to calculate and set the right agriculture tire pressure depending on speed and load for their equipment, the Mitas App increases cost efficiency and production.

The app, now available in six languages – English, German, French, Italian, Spanish and Czech – is free for both Android and iOS devices. Users can also locate the Mitas dealer closest to them.

“Mitas has provided tires to farmers for over a century, and the app is just another way we help farms run more efficiently. This user-friendly app and tire pressure calculator gives farmers quick access to the information they need, so they can accelerate machine performance in the field or on the road,” remarked Regina Fíčková, Mitas Digital Marketing Manager.

Maintaining accurate tire pressure is essential to smooth operations and can reduce operation costs by over 20%, making the Mitas app an indispensable tool for large or small farms. Applying the right tire pressure efficiency according to speed and loads gives better traction, less soil compaction, and reduced fuel consumption.

Mitas App users will also receive notifications with important information and updates so farm managers can stay on top of the latest news affecting their business.

Download the free Mitas tire pressure app from the **App Store** or **Google Play** from the QR codes below:

**Press Release**  
[www.mitas-tyres.com](http://www.mitas-tyres.com)

**Public Relations**  
[press@mitas-tyres.com](mailto:press@mitas-tyres.com)



**App Store**



**Google Play**



Find out how to use the app here:

<https://mitas-tires.com/en-us/tech/mitas-tire-pressure-app>

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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-tires.com](http://www.mitas-tires.com)