

Rubena **TYRES**

www.rubena-tyres.com

ABOUT US

The tradition of the rubber industry in Rubena dates back to 1908. The first Czechoslovak bicycle tyre was produced in Náchod in 1929. Historically, our tyres were produced under the brands Kudrnáč, Barum, Rubena and Mitas.

WIDE PORTFOLIO



MTB



ROAD & GRAVEL



CITY & TREKKING



ICE & SNOW



E-BIKE



OUR HISTORY IS NOT JUST A DATE BUT OUR HERITAGE

ABOUT US

WHY CHOOSE RUBENA?

Our goal is to maintain not only our name in Europe, but also our production facilities. All our products are manufactured in the heart of Europe in the Czech Republic.

- Manufacturing in Europe—close to our valued European patrons.
- Delivering tyres with swiftness and adaptability.
- Supplying products with the highest reverence for the environment.
- Offering a harmonious blend of quality, innovation, and reliability.
- Our team is both dedicated and seasoned in their craft.



STRATEGY



Optimise production processes

to minimise energy consumption and waste.



Adhere to **high standards of quality** and performance to ensure customer satisfaction.



Invest in development to provide modern products.



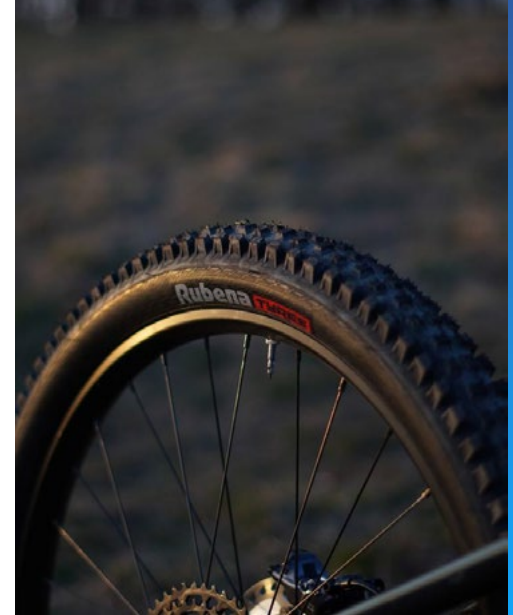
Maintain **open communication**, listen to customers and respond quickly.



Support the development of the supplier network and develop long-term partnerships.

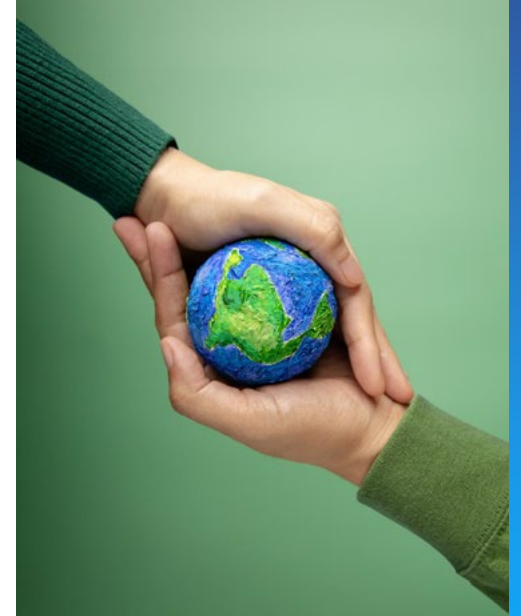


Maintain **fair and ethical** trading conditions.



SUSTAINABILITY

- We want to remain a local player and not shift production to third-world countries.
- We produce tyres only in Náchod in the Czech Republic.
- We are moving towards carbon neutrality.
- Our commitment is a sustainable approach.
- We follow the production cycle from start to finish and actively seek recycling opportunities for our products to minimize negative environmental impacts.



MTB



CONSTRUCTION



TRAIL ACE

TRAIL & ENDURO

Textra fabric protects the entire carcass from bead to bead. Sidewall reinforcement is provided by extra wings. Such a tyre protection brings optimized grip, and stable riding in difficult terrain even at lower pressure.

- 1 Matrix DH Compound**
A high-grip compound with extreme durability for the toughest terrains and all weather conditions. Specifically designed for trail, enduro, and downhill riding.
- 2 TEXTRA**
Rubberized high-density fabric from bead to bead, increases resistance against cuts and abrasion.
- 3 Casing 127 TPI**
Carcass
- 4 Rubena "wings"**
Sidewall Reinforcement
- 5 Aramid Beads**
Reinforced



CONSTRUCTION



RACE HERO

CROSS COUNTRY

Textra fabric protects the entire sidewall and bead area and dramatically increases resistance against sidewall cuts and abrasions. Tyres with this type of protection are primarily intended for riding and racing over rough terrain where they provide both superior reliability and ultra-high performance.

- 1** **TEXTRA reinforcing layer**
Rubberized high density fabric.
- 2** **Casing 127 TPI**
Carcass
- 3** **Aramid Beads**
Reinforced



SCYLLA RACING

XC ALL-ROUNDER



E-READY

TUBELESS
READY



SCYLLA is our most versatile tyre for a broad range of MTB ride. The new tread profile is designed to offer advanced XC performance but also more aggressive trail capabilities. The fast tread pattern in combination with optimal side knobs positioning for plenty of cornering grip makes SCYLLA the best choice for you.



Black Tanwall

Agression



Durability



Rolling speed



Protection



Cornering control



KRATOS RACING

INTERMEDIATE TRAIL



KRATOS is the right choice for rough and hard terrain. More aggressive profile with excellent traction and better control of the bike. The double compound brings even better grip and superb handling in sharp corners.

KRATOS is a combination of traction, all-round stability, effective braking properties and low rolling resistance in its class, making it an ideal choice for trail exploration and rough terrain.



RASCAL RACING

FAST XC



A new type of low-tread tyre that allows fast riding with minimal rolling resistance. Higher lateral knobs increase cornering grip. This tyre is ideal for those looking for maximum performance and excellent handling on dry terrain.





HYPERION RACING

XC – WET OR SOFT TERRAIN



HYPERION is a slightly deeper pattern design for additional grip in wet or soft terrain, extended forward plate for better cornering stability, and three direction grooves on knobs for increased riding confidence on obstacles. All this translates into better performance in muddy conditions.



HIGHLANDER RACING

AGGRESSIVE ENDURO / GRAVITY



This tyre is a perfect match for dry and hard-packed terrains. Optimally designed tread pattern allows not only driving in difficult terrain but also ensures great performance in climbing and downhill sections on both mountain bike and eMTB.



MONARCH RACING

ALL-ROUND TYRE
FOR ENDURO AND TRAIL



A downhill-specific tyre developed in collaboration with riders from the Enduro World Series. The advanced mid-profile design combines the new MATRIX DH compound and Trail Ace construction. Aggressive side knobs and an optimally distributed tread pattern provide maximum braking performance, traction, and cornering grip. The tread pattern is inspired by our winter tyres, ensuring the highest level of grip in all track conditions.



ZEFYROS RACING

FAST XC



Advanced design for even better handling and faster riding in easy rigid terrain. Higher side-knobs bring more traction and confidence in corners thus making the tyre more versatile without losing anything from its original merits.





OCELOT

MEDIUM TERRAIN – HARD GROUND **E-READY**

OCELOT has an intermediate tread pattern and is a popular choice for those who enjoy riding on a medium-hard terrain with hard ground. The tread geometry is designed for good self-cleaning under demanding conditions.



CHEETAH

RUGGED TERRAIN – HARD GROUND

CHEETAH is a favourite choice for those who enjoy riding on rugged terrain with hard ground. Even for gravel or travel adventure, CHEETAH is capable to bring you everywhere with a wide smile.



MTB



TOMCAT



CHARYBDIS



DEFENDER



BLADE



DART



SAURUS



TRITON



SCYLLA

MTB



ACRIS



WINNER



RAPID



X-CALIBER



PUMPKIN / PUMP KING

PUMP TRACK – SMOOTH SURFACE



TUBELESS
READY

Ideal tyres for freestyle and dirt disciplines, featuring TEXTRA rubberized fabric for excellent flexibility and superior resistance against cuts and abrasion.



FREESTYLE



SCYLLA RACING

XC ALL-ROUNDER



E-READY

TUBELESS
READY

SCYLLA is our most versatile tyre for a broad range of MTB ride. The new tread profile is designed to offer advanced XC performance but also more aggressive trail capabilities. The fast tread pattern in combination with optimal side knobs positioning for plenty of cornering grip makes SCYLLA the best choice for you.



ROAD & RAVEL



CONSTRUCTION



ROAD CYCLING

Textra technology provides bead to bead protection. Excellent flexibility combined with low weight helps increase durability and puncture resistance, which riders will appreciate especially at longer distances and higher speeds.

- 1** **TEXTRA reinforcement layer**
Rubberized high-density fabric from bead to bead, increases resistance against cuts and abrasion.
- 2** **Casing 127 TPI**
Carcass
- 3** **Aramid Beads**
Reinforced



NEW 2025 – ROAD



MIRAGE

A road tyre with a refined tread pattern, designed for tubeless use, featuring 127 TPI fabric and aramid-reinforced beads protected by EXTRA.

Its excellent flexibility, low weight, and enhanced durability provide outstanding performance in all conditions.



ETRTO	Alternative size	Construction	Tubeless ready	TPI	Weight (g)
32-622	700 x 32C	Racing Pro	YES	127	330
28-622	700 x 28C	Racing Pro	YES	127	290



FALCON

A road tyre designed for tubeless use, featuring 127 TPI fabric and aramid-reinforced beads protected by EXTRA. Its excellent flexibility, low weight, and enhanced durability deliver outstanding performance in all conditions. Ideal for road cycling, where comfort and speed on smooth surfaces are the priorities.



ETRTO	Alternative size	Construction	Tubeless ready	TPI	Weight (g)
28-622	700 x 28C	Racing pro	YES	127	250



ARROW

RACING PRO



ARROW is a road tyre with TEXTRA technology, a high-density fabric that reinforces tyre carcass. Excellent suppleness combined with low weight helps to increase durability and puncture resistance. The ARROW weighs only 250g and uses the excellent Matrix Road Race rubber, a special compound with activated silica. It is designed for competition use with high level performance in all conditions, including wet and low temperatures.

ROAD



SYRINX

RACING PRO



SYRINX road tyre is made of a very dense and extremely stiff rubberized fabric placed around the tyre bead. Its excellent elasticity at almost negligible weight increases durability of the tyre against puncture and abrasion. Made of Matrix Road Race it is designed for sporting use in all-round conditions. Its stable properties also allow the blend to excel for training in low-temperature conditions.

CONSTRUCTION



RACE HERO

CROSS COUNTRY

Textra fabric protects the entire sidewall and bead area and dramatically increases resistance against sidewall cuts and abrasions. Tyres with this type of protection are primarily intended for riding and racing over rough terrain where they provide both superior reliability and ultra-high performance.

- 1** **TEXTRA reinforcing layer**
Rubberized high density fabric.
- 2** **Casing 127 TPI**
Carcass
- 3** **Aramid Beads**
Reinforced



NEW 2025 – GRAVEL



EAGLE

E-READY



**TUBELESS
READY**

A tread designed for fast riding on light terrain with hard and dry surfaces. The smooth center section ensures low rolling resistance, while taller side knobs provide stability and traction during braking and cornering. Low, pointed knobs along the edges of the smooth center section guarantee excellent surface grip. Capture/Pass through your track with an eagle ease.

ETRTO

Alternative size

Construction

Tubeless ready

TPI

Weight (g)

32-622

700 x 32C

Racing Pro

YES

127

490

GRAVEL



X-FIELD

MODERATE - RATHER SOLID TERRAIN



E-READY TUBELESS READY

The most versatile tread pattern designed for moderate and rather solid terrain. Tread figures with optimal height and allocation provide low rolling resistance, speed, traction and effective braking. X-FIELD is the right choice for most CX tracks.



X-ROAD

EASY-HARD PACKED TERRAIN/ROADS



E-READY TUBELESS READY

Tread pattern suitable both for riding in easy, hardpacked terrain and on the roads. Finer and smaller tread figures, especially in the central part of the tyre, ensure low rolling resistance bring joy from fast and comfortable riding.



Black Tanwall

CITY & TREKKING



STOP THORN

CONSTRUCTION

ADVANCED THREE-LEVEL TYRE PROTECTION

ST SMART

A band of 1 mm thick special rubber placed between the tread and the carcass decreases the possibility of having a puncture (high structural strength and hardness). It increases the rigidity and strength of the tyre crown and decreases the tyre drag while maintaining.

ST ADVANCED

Approx. 3 mm thick rubber buffer produced from a special compound placed between tread and carcass. Its properties prevent from having puncture or cut off and such eliminates the risk of tyre defects while common use. It increases stiffness and strength in the crown area and eliminates drag while keeping adhesion.

ST ULTIMATE

Approx. 5 mm rubber bumper made of natural rubber. The ultimate protection of the casing against the penetration of a foreign body through its crown.

- 1 Puncture protection rubber belt
- 2 Carcass
- 3 Reflex Stripe
- 4 Twisted Steel Wire (2x2)



CITY & TREKKING

CITYHOPPER

CITY E-BIKES **E-READY** ST **SMART**

As the name CITYHOPPER suggests, it is the right choice for high-quality surfaces in urban areas. The casing profile provides a comfortable ride and dampens road surface bumps. Some versions of the casing offer additional protection and safety features.

All tyres with Stop Thorn system are E-BIKE ready.



ELECTRON

CITY E-BIKES **E-READY** ST **SMART**

Tyre pattern specifically designed for city e-bikes providing increased traction on sides of the tread that brings better grip in curves.

All tyres with Stop Thorn system are E-BIKE ready.





FLASH

BEAT CITY TRAFFIC ⚡ E-READY

ST SMART ST ADVANCED ST ULTIMATE

Do you want to get through the city traffic in a flash? FLASH is ideal choice to beat city traffic. The tread structure provides low rolling resistance and good adhesion on both dry and wet surfaces. FLASH is available in many sizes and 2 colour combinations. All tyres with Stop Thorn (ST) system are E-BIKE ready.



CITY & TREKKING



HOOK

CITY TREK ⚡ E-READY

ST SMART ST ADVANCED

The universal tread pattern of the HOOK tyre is designed for riding on poor and unpaved surfaces. The almost smooth central part of the tread ensures less rolling resistance when riding on the road. Some tyres are also manufactured with other protective and safety features. All tyres with Stop Thorn (ST) system are E-BIKE ready.



SHIELD

CITY TREK



E-READY

ST SMART

The SHIELD casing is designed for poorer quality and unpaved surfaces, but the smooth centreline of the tread provides lower rolling resistance even when riding on the road. The tread is filled with an integrated (Clever Face) wear identifier that alerts the cyclist to the degree of tread wear with a smile-shaped mouth. Some tyres are manufactured with additional protection and safety features.

All tyres with Stop Thorn (ST) system are E-BIKE ready.

CITY & TREKKING



WALRUS



COBRA



FLIPPER

CITY & TREKKING



GRIPPER



LANDMARK



SYRINX



SEPIA



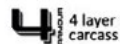
CARGO & MOPED



DONKEY 

FOR HIGHER LOAD CAPACITY

 E-READY

 4 layer carcass

DONKEY has been developed specifically for the cargo sector, where meeting high demands for load capacity and durability is crucial. Thanks to the 4-layer tyre protection and the use of the special Green Endurance MAX compound, both speed and resistance are guaranteed even under heavy loads. Built with Cargo 4D construction is certified for speed up to 50 km/h.

CARGO & MOPED



M02

M03

MOPED

HIGHER LOAD CAPACITY

MOPED tyres are designed for light motorcycles or two-wheeled transport carts. They offer long service life even under higher loads during operation.

These tyres are certified for speed up to 50 km/h.

ICE & SNOW

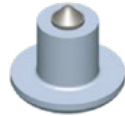


Rubena Winter tyres offer the highest quality of studs. The carbide tips in an alluminum body ensure the lowest possible weight and the highest wear resistance.

The studs can last several thousands of kilometers. The tips get gently abraded and slightly pushed into the tread knobs while riding but this has no influence neither on the riding comfort or the stud performance.

ICE & SNOW

*The carbide tips in an alluminum body



GRIPPER ICE

FROSTER

**GRIPPER ICE
/ FROSTER**

SNOWY AND ICY ROADS

E-READY ST **SMART**

SPECIAL





HOOK

REHA

A tyre with a rugged tread pattern, ideal for outdoor terrain. The smooth central tread section ensures lower rolling resistance, while the structured side tread provides grip and traction.



SPECIAL



TOURNIER

REHA

A long-lasting tyre capable of handling heavier loads. The non-marking compound prevents leaving tyre marks. The STOP THORN technology protects tyre against punctures. An integrated reflective stripe on the sidewall ensures visibility even in poor light conditions.



SPECIAL



RIB

REHA

A universal, highly durable tyre for wheelchairs. Mainly used for indoor riding. The non-marking compound prevents leaving tyre marks on floors.



COMFORT



TEDDY



GOLF

E-BIKE



NEW E-LITE CATEGORY

SPECIALLY DESIGNED MID-RANGE BICYCLE TYRES



CONSTRUCTION

E-READY

E-LITE+

FREESTYLE / DIRT

Designed for freestyle and dirt riding, this category offers exceptional durability and performance. The tyres feature Textra technology for enhanced puncture resistance and are Tubeless Ready, ensuring better traction and a lower risk of punctures. The high density fibre construction and robust tread provide outstanding performance in challenging terrain, guaranteeing reliability in intense freestyle and dirt riding.

- 1** **TEXTRA**
Extremely strong rubberized fabric increases puncture and abrasion resistance.
- 2** **Casing 60 TPI**
- 3** **Aramid Beads**



CONSTRUCTION

E-READY

E-LITE

CROSS COUNTRY / E-BIKE

Engineered for performance and durability, E-LITE is ideal for e-bikes. It features a 60 TPI construction, offering an excellent balance between flexibility and durability. Skinwall technology reduces weight, while the Green Endurance Compound ensures a long lifespan and low rolling resistance.

- 1** Skinwall
Lightened Sidewall
- 2** Casing 60 TPI
- 3** Twisted Steel Wire (2x2)



INNER TUBES



INNER TUBES

CLASSIC AV



SLUG-SELF SEALANT AV



LIGHT FV



EXTREME FV



CLASSIC DV



NEW 2025 – TPU TUBES



SLIM

0,2–0,3mm
wall-thickness



LIGHT

from 30g



**PUNCTURE
RESISTANT**

SPONSORSHIP



RIDERS



TEODOR KOVÁČ

Dirt Bike/MTB/Enduro

Teodor Kováč is a versatile rider who focuses on Dirt Bike and Enduro. Last year he participated and won the Crankworx race in Innsbruck in the Speed & Style discipline



SUPERIOR TEAM

XCM/MTB

Superior team is a Czech team focused on Marathon disciplines. Filip Adel is a member of Czech XCM national team.



GHOST TEAM

XCM/MTB

Czech MTB team consists of 6 elite members and more than 50 hobby riders. All members of the team are mainly focused on marathons.

RIDERS



101 FASTER TEAM

XCM/MTB

101 FASTER TEAM is a newly established MTB racing team that unites a passion for sport and endurance in the most demanding competitions. The team brings together passionate and talented cyclists who are ready to face the challenges of national and international MTB competitions.



JANKA KESEG ŠTEVKOVÁ

XCM

Slovak athlete who has been tirelessly winning national championships. Our long-time partner who proudly represents Rubena Tyres.



SAMUEL MUCHA

MTB/XCO

Samuel is a young rider who has quickly made a name for himself on the MTB XCO scene. He is dominant in his categories and regularly takes medal positions. He is racing all over the Czech Republic and has competed in the Czech National Championships, European Championships and the Children and Youth Olympics.

RIDERS



JAKUB HEJL

MTB

Kuba has been freestyling for over 10 years. He only tours the FMB World Tour stops. Every year he moves up and try to get in the top 15 riders from all over the world.



PETR LETÁK

Enduro

Czech enduro rider who is regularly ranked in the top 10 in the Czech enduro series.



TOTR CYCLING TEAM

XCM/MTB

The team consists of 40 children who go to races all over the country. Their main goal is to build a relationship with the sport and create a love of cycling.



ML TUNING CYKLOTRENER VARNSDORF MTB

This team was founded in 2013 and currently consists of 2 pro riders, 10 elite riders, 19 hobby riders and 28 kids.



S SPORT TEAM MTB

Since 2015, the S SPORT team has been helping young, talented cyclists gain experience and success in races across the region. Our goal is to help young riders grow, develop their skills, and support them on their journey to top-level performances.



CYKLOŽÁKLADNA CZ OTROKOVICE XCO

This team has been dedicated to working with children and youth since 2017, focusing primarily on the Olympic Cross-Country (XCO) and Cyclo-cross (CX) disciplines.



FILIP SAIDL
MTB/Road

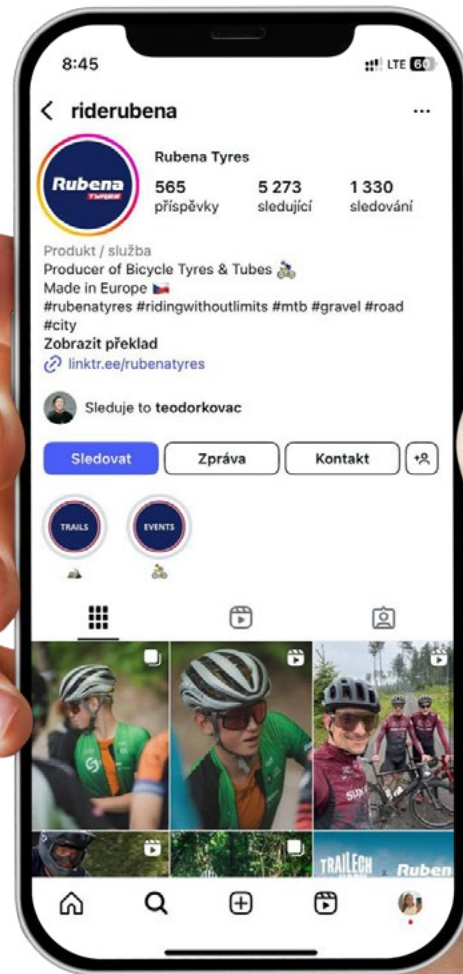
Filip Saidl (19 years old) is a Czech cyclist specializing in mountain biking and road cycling. He has achieved several victories in Czech Cup marathon races, including the prestigious Sudety. He also regularly placed on the podium in other races. At the 2024 Czech Championship in marathon (XCM), he finished 3rd.



CYKLOLIVE HEAD TEAM
XCO/MTB

The cycling team was founded in 2011. Currently, the cycling team has a base of more than 90 riders ranging from hobby riders to elite riders and fans of the club. Among the racers you can also find top athletes - Olympian Jiri Magal, Miroslav Dvorak.

SOCIAL MEDIA



SOCIAL MEDIA

We primarily engage on social media platforms like **LinkedIn**, **Instagram** and **Facebook**. Additionally, we have a **YouTube** channel that we aim to gradually relaunch.

Our content is varied and includes:



Updates about our company.



Information about our tyres.



Job advertisements.



Highlights of our riders achievements.



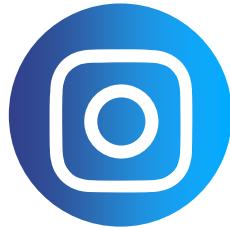
Moments from trade fairs and festivals shared with our audience.

SOCIAL MEDIA

FOLLOW US!



Rubena Tyres



@riderubena



Rubena, s.r.o.



@riderubena5314

PROJECT

Rubena TYRES

A group of schoolgirls in blue and white uniforms are holding a large blue banner. The banner features the text 'Rubena TYRES' in white and red. The girls are standing in front of a building with a lattice facade. A large blue diagonal graphic is overlaid on the left side of the image.

PROJECT

Our main project, which we have supported from the beginning, is **Bikes for Africa**.

The aid goes to Gambia, where children have difficult access to education because schools are often many kilometres far away and children walk or stay at home. We donated the tyres because we want to give children in Africa a path to education.



A mountain biker is riding a trail on a sunny day. The rider is wearing a black helmet, a black long-sleeved shirt with 'SANTALINI' on the sleeve, and black shorts. The bike is silver and green, with 'SANTALINI' written on the frame. The rider is leaning forward, navigating a dirt trail through green bushes. In the background, there are rolling hills and mountains under a bright sky with a lens flare. A blue banner with the text 'THANK YOU' is overlaid on the top right of the image.

THANK YOU

www.rubena-tyres.com