

Stoke-on-Trent, February 10, 2017

## Next-generation Michelin X Multi regional tyre range to make international debut at CV Show

*NEC, Birmingham, Hall 5, Stand 5A45, 25-27 April 2017*

Michelin is to commence replacement of its most popular heavy truck tyre range at this year's CV Show, with the international debut of the all-new X Multi tyre line-up. Official testing has shown the next-generation fitments deliver 15-20 per cent more mileage than the current Michelin X MultiWay 3D series, at no extra cost.

Designed to blend the lowest cost per kilometre with outstanding grip in all weather conditions – from the first millimetre of tread to the last – the new tyres will initially be available from April in 315/70 R 22.5 all-position and drive fitments, alongside 385/55 R 22.5 steer and trailer tyres. Additional sizes will follow later this year.

Chris Smith, Marketing Director North Europe – Truck & Bus, says: “The new X Multi regional tyres will offer greatly improved longevity, and underline Michelin’s commitment to ensuring the lowest total cost of ownership for our customers, since they don’t cost a penny more.

“Regional tread pattern tyres currently account for more than two-thirds of our total sales in the UK commercial vehicle tyre market, and we’re predicting considerable interest in the launch. The double-digit improvement in tyre life is a direct result of Michelin’s significant annual investment of more than £600m in research and development,” adds Smith.

Michelin will also be showcasing the breadth of its commercial vehicle tyre range at the show, displaying at least 12 tyres on its stand. Among the line-up will be examples of Michelin’s fuel-saving X Line Energy tyre range, which was expanded with six additional tyre sizes in December 2016.

The stand will also feature details of the company’s tyre range for van fleet operators, and Michelin’s CrossClimate tyres for car-derived vans.

CrossClimate tyres offer the benefits of a summer tyre for dry and wet braking, energy efficiency and total mileage, while also boasting the braking performance and traction of a winter tyre on cold and snow-covered roads – making them perfect for the UK’s variable weather.

For further information on the Michelin commercial vehicle tyre range visit <http://trucks.michelin.co.uk/>

### Ends

**Michelin**, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand,



France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. ([www.michelin.com](http://www.michelin.com))



<http://twitter.com/MichelinTruckUK>



<https://www.linkedin.com/company/michelin-trucks-&-buses-tyres-europe>



<https://www.youtube.com/user/Michelintrucktyres>

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