

MICHELIN LAUNCHES FIRST SUMMER TYRE CERTIFIED FOR WINTER USE

(Stoke-on-Trent – March 2, 2015) – Motorists will soon be able to purchase a summer tyre that has been certified for use in winter, following the unveiling of an all-new tyre dubbed by Michelin as one of its most important launches for a decade.

Combining summer and winter tyre technologies, the new Michelin CrossClimate range offers the same levels of grip, road holding, energy efficiency and durability expected of a Michelin summer tyre, while maintaining winter performance comparable to that of a Michelin winter tyre.

Michelin says the new CrossClimate range stands out for its impressive braking performance in the dry, combined with achieving the top 'A' rating for wet braking under European tyre labelling legislation. It is also approved for winter use even in countries that require special equipment for winter driving, with the new tyres carrying the Three Peak Mountain Snow Flake (3PMSF) certification on the sidewall.

In comparison, 'all-season' products currently on the market from other manufacturers are less efficient than winter tyres, especially on wet roads – with European tyre labelling ratings of between 'C' and 'E' under wet braking. All-season tyres are also not sufficiently energy efficient, leading to increased fuel use compared to premium brand summer tyres.

Commenting on the huge potential for Michelin CrossClimate tyres in the UK and Irish fleet markets, Andy Fern, Michelin's Head of Fleet, says: "This new tyre addresses an increasingly urgent need among business motorists to feel safer when faced with unstable, unpredictable weather conditions, including occasional snowfall.

"The Michelin CrossClimate delivers the benefits of a summer tyre in terms of dry or wet braking, energy efficiency and total mileage performance as well as the advantages of a winter tyre with regards to traction and braking on occasionally snow-covered roads. It's ideally suited to the UK and Irish markets, where fleets can now drive safely the entire year without needing to change tyres."

Fern says that this is particularly important in the UK and Ireland, where some fleets have started using winter tyres throughout the year, potentially affecting dry braking and fuel consumption, especially in hot weather.

The new Michelin CrossClimate tyre range will be available in Europe from May 2015, initially in 23 sizes ranging from 15 to 17 inches and covering 70 per cent of cars sold on the European market, as well as many leading makes of car-derived vans. Other sizes are scheduled for introduction in 2016.



		Michelin CrossClimate	All-Season	Michelin summer	Michelin winter
Wet braking	European label	A	C-E	A-B	B
Fuel efficiency	European label	C	C-E-F	B-C	C-E
External noise	European label))-)))))-))
Snow	Certification	3PMSF	3PMSF	-	3PMSF

Technical information

Key to the performance of the Michelin CrossClimate range is the use of a new generation of rubber compounds which improve the tyre's energy efficiency thanks to its ability to resist heat build-up.

Also distinct is the combination of a V-shaped tread with new self-blocking 3D sipes, which optimises grip in the snow. These full-depth sipes have a 'claw' effect on snow, thereby improving traction. Vertical and lateral waves in the sipes have a self-blocking function, which means they work together to give the tread blocks greater rigidity, which leads to greater tyre stability and benefits longevity. This improves steering precision while at the same time enhancing dry road performance in general.

Also critical to the tyre's performance are the bevelled angles on the rubber blocks which guarantee optimal ground contact and thus improve braking performance on dry surfaces. Thanks to this innovative design, for the first time Michelin has been able to combine the addition of these bevelled angles with complex full-depth sipes, ensuring excellent dry braking and strong snow traction.

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About Michelin (www.michelin.co.uk)

Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tyres for every type of vehicle, including aircraft, automobiles, bicycles/motorcycles, earthmovers, farm equipment and trucks. It also offers electronic mobility support services on ViaMichelin.com and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in more than 170 countries, has 111,200 employees and operates 67 production plants in 17 different countries. The Group has a Technology Centre in charge of research and development with operations in Europe, North America and Asia. (www.michelin.com)

For further press information please contact:

David Johnson, Michelin Press Office

Tel: + 44 (0) 1782 402341 Email: d.johnson@uk.michelin.com

Lucy Harvey or Sam Hargreaves, Garnett Keeler PR, Inver House, 37-39 Pound Street,
Carshalton, Surrey, SM5 3PG

Tel: +44 (0)20 8647 4467 Fax: +44 (0)20 8544 4711 E-mail: lucy.harvey@garnettkeeler.com /
sam.hargreaves@garnettkeeler.com

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