

## MICHELIN UNVEILS INNOVATIVE CONCEPT TYRE FEATURING NEW TREAD PATTERN

(Stoke-on-Trent – March 12, 2015) – Farmers of the future could be specifying tyres with original tread patterns, following the unveiling of what might become the next generation of agricultural tyres from Michelin.

The LIFE BIB VF 710/70 R42 concept tyre stands out for featuring a tyre pattern in the shape of an ear of wheat, presenting an alternative to the traditional V-shaped or herringbone-shaped tread which is familiar on farm machinery all over the world.

Drawing its inspiration from nature, the tyre's unique tread pattern is a celebration of the life cycle, and emphasises how the Michelin Ultraflex range can be used throughout the entire crop cycle, from the sowing to the harvesting of the product.

The wheat concept features a central rigid rubber block formed by the wheat grains, as well as side tapering for maximum precision, guidance and traction.

Mike Lawton, Commercial Director of Michelin's agricultural tyre division in the UK, Ireland and Nordics says: "Changing needs, practices and uses push us to continually innovate. Farmers of the future face the substantial challenge of feeding ever increasing populations with less arable land available to them. As a result, tyre and machinery choice is going to become ever more important in order to maximise yield.

"Michelin researchers are exploring all avenues to develop the tyres of the future; this latest concept is evidence of this work in practice."

The new concept tyre has been developed as part of Michelin's annual investment of more than €600 million in research and development.

For more information about the range of Michelin farm tyres available visit [www.michelin-agricultural-tyres.co.uk](http://www.michelin-agricultural-tyres.co.uk).

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**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](http://www.michelin.com))



<http://twitter.com/MichelinAgriUK>





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

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