

MICHELIN LATITUDE SPORT 3

Press Kit

March 2014



Michelin Media Relations: +33 1 45 66 22 22

groupe-michelin.service-de-presse@fr.michelin.com



Contents

Press release

MICHELIN LATITUDE SPORT 3

The new Michelin on-road tire already certified on prestige SUVs

MICHELIN LATITUDE SPORT 3

The third-generation MICHELIN on-road SUV tire meets the most demanding user expectations

MICHELIN LATITUDE SPORT 3

Technologies designed to deliver more performance in the same tire

MICHELIN LATITUDE SPORT 3

The 2014 MICHELIN SUV tire range situated in its market

Additional information

Michelin milestones

Michelin key figures



Press release

MICHELIN LATITUDE SPORT 3

The new Michelin on-road tire already certified on prestige SUVs

It's barely on the racks, and already the brand new MICHELIN Latitude Sport 3 SUV tire, designed for entirely on-road use, is earning rave reviews for its safety and exciting drivability.

What's more, although it's been on the European replacement market only since the beginning of the year, the new tire has already been certified on some of the category's most prestigious models. Among them is the new Porsche Macan, which means that when it goes on sale next month, its 18, 20 or 21-inch wheels can be fitted with the latest MICHELIN SUV tires.

The same choice has been made by BMW for its X5 and Volvo for its XC 90 models, whose 18, 19 and 20-inch wheels can take to the road on MICHELIN Latitude Sport 3 tires (see table below).

The reason why the MICHELIN Latitude Sport 3 tire has been selected by the world's most admired carmakers to factory-equip their flagship models is because it combines all of the performance features demanded by the SUVs' driving experience and appreciated by their users.

Among these, the most important is safety, which is at once, Michelin's fundamental demand for every one of its tires, a prerequisite for users and a performance-critical factor for carmakers. In this highly scrutinized performance factor, **the new MICHELIN Latitude Sport 3 tire stops an amazing 2.70 meters shorter on wet roads than the previous generation tire.* Plus, it offers superior mileage and helps to improve fuel efficiency.**

In line with the carmakers' vision for their SUVs, which are intended for purely on-road use, the MICHELIN Latitude Sport 3 is engineered to run on asphalt. In its first year on sale, it will be offered in 28 sizes to equip the widest possible number of SUVs already on the road or soon to roll off the assembly line.

As the third generation of Michelin's on-road SUV tires, the new MICHELIN Latitude Sport 3 has inherited all of the expertise and capabilities acquired over the past 12 years, in particular through the close development partnership with Porsche.

*Comparison with the previous generation MICHELIN Latitude Sport conducted by TÜV SÜD in 2013 on 235/65 R 17 tires on wet roads. On the new European tire labels, most sizes of the MICHELIN Latitude Sport 3 tire are rated A in wet braking.



➤ **MICHELIN on-road SUV tire expertise, a rich heritage forged with Porsche**

- 2002 – The MICHELIN Diamaris line equips the first generation Porsche Cayenne
- 2007 – The MICHELIN Latitude Sport line equips the Porsche Cayenne MY2007
- 2010 – The MICHELIN Latitude Sport line equips the Porsche Cayenne MY2010
- 2014 – Launch of the new MICHELIN Latitude Sport 3 to equip the new Porsche Macan.

➤ **Size chart for the MICHELIN Latitude Sport 3 tires certified on three prestige SUVs**

	BMW	X5	18"	255/55R18 109V XLTL LA SPORT 3 *GXMI	
				255/55R18109VXLTL LA SPORT 3 ZP*GXMI	
	Porsche	Macan	18"	235/60R18 103W TL LA SPORT 3 N0GX MI	AV
				255/55R18 105W TL LA SPORT 3 N0GX MI	AR
			20"	265/45R20 104Y TL LA SPORT 3 N0GX MI	AV
				295/40R20 106Y TL LA SPORT 3 N0GX MI	AR
			21"	265/40R21 101Y TL LA SPORT 3 N0GX MI	AV
				295/35R21 103Y TL LA SPORT 3 N0GX MI	AR
	Volvo	XC90	19"	235/55R19 105V XLTL LA SPORT 3 GX MI	
			20"	275/45R20 110V XLTL LA SPORT 3 GX MI	

MICHELIN LATITUDE SPORT 3

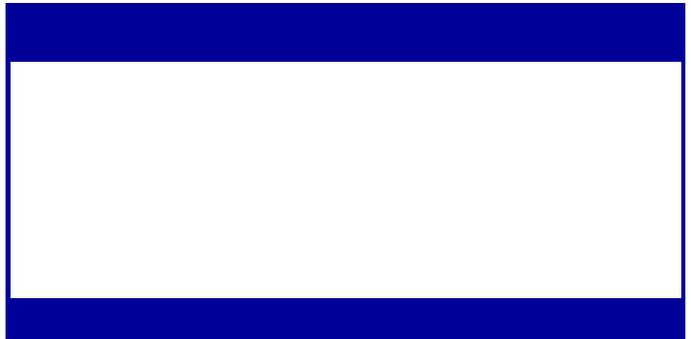
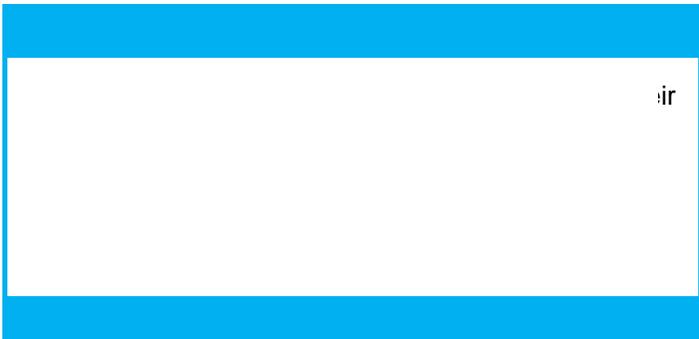
The third-generation MICHELIN on-road SUV tire meets the most demanding user expectations

Although unaware of the fact, motorists are creating expectations that have become full-fledged technological challenges for tire designers. The needs expressed by SUV drivers fall into two categories: rational and emotional.

The first category is comprised of three requirements:

- Providing maximum safety.
- Delivering savings by increasing total mileage.
- Generating savings by reducing fuel consumption.

In the second category, the tire has become a symbol of sportiness. In short, users want their tires to improve driving pleasure and enhance the look of their SUVs.



The latest-generation SUV's are major technological breakthroughs. Despite their size, their center of gravity (which is higher than that of conventional sedans) and sometimes their weight, they deliver very high levels of dynamic performance combining handling, agility and unparalleled comfort. As a result, even greater demands are placed on the tires. They must provide maximum safety, good handling and grip close to that of a sports car while overcoming the constraints of engine power and weight transfer.

The new MICHELIN on-road SUV tire delivers superior performance in all of these areas. The new **MICHELIN Latitude Sport 3** combines power and control and **meets user requirements by delivering optimal safety (shortening wet-road braking distances by 2.7 meters compared with the previous-generation tire), reducing fuel consumption and improving total mileage.**

The MICHELIN Latitude Sport 3 is a tangible reflection of the **MICHELIN Total Performance** strategy. MICHELIN tires deliver more performance, even in areas that are in theory irreconcilable.



* Comparison with the previous generation MICHELIN Latitude Sport conducted by TÜV SÜD in 2013 on 235/65 R 17 tires on wet pavement. On the new European tire labels, most sizes of the MICHELIN Latitude Sport 3 tire are rated A in wet braking.



MICHELIN LATITUDE SPORT 3

Technologies designed to enhance performance in different areas

Among the technologies deployed is the Innovative Tread Compound, which allows the MICHELIN Latitude Sport 3 to deliver superior performance in the areas of safety, total mileage and energy efficiency.

➤ TECHNOLOGICAL INNOVATIONS TO IMPROVE SAFETY

The new MICHELIN Latitude Sport 3 enhances safety performance in several ways. It delivers outstanding grip on all types of road, including wet surfaces.

In this instance, safety is provided by enhanced grip and a very robust tire capable of supporting SUVs, which weigh more than sporty sedans.

➤ Safer on wet roads :



Innovative
Tread
Compound

The tire's enhanced wet-road grip comes from the tread compound as well as from the design of the tread.



10% increase
in void ratio

Water dispersal is improved thanks to a void ratio that is 10% greater than that of the previous generation tire.

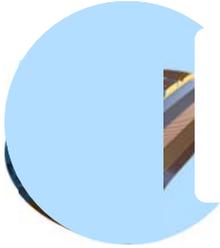
➤ Better grip:



Continuous
central rib

The continuous central rib ensures maximum torque transfer when braking or accelerating and improves steering precision.

- More robust (to improve safety)



The double layer casing* makes the tire more robust for SUVs used exclusively on the road.

**Available in all but a few sizes*

- **TECHNOLOGICAL INNOVATIONS TO INCREASE TOTAL MILEAGE**



Innovative
Tread
Compound

The Innovative Tread Compound combines silica and latest-generation elastomers. Together, they ensure excellent total mileage while improving safety and fuel savings.

- **TECHNOLOGICAL INNOVATIONS TO IMPROVE FUEL EFFICIENCY**



Variable thickness sipes

Variable thickness sipes reduce tread deformation, which reduces a tire's rolling resistance.



Innovative
Tread
Compound

Integrating silica into a compound made of latest-generation elastomers reduces energy-consuming heat build-up. In this way, the tread compound helps to increase fuel efficiency.

➤ MICHELIN Latitude Sport 3 size range

In its first year on sale, the new MICHELIN Latitude Sport 3 will be offered in 28 sizes to equip the widest possible number of SUVs already on the road or soon to roll off the assembly line.

[MICHELIN LATITUDE SPORT 3] :
DIMENSIONS DISPONIBLES AU REMPLACEMENT EN 2014

MICHELIN
→ LATITUDE Sport 3



255/55 R17 104V	255/55 R18 109Y
235/60 R18 103V	265/55 R18 113V
235/60 R18 103W	235/65 R19 109V
235/65 R18 110H	235/55 R19 105V
245/60 R18 105H	235/55 R19 101Y
255/50 R19 103Y	235/50 R19 99V
265/50 R20 107V	255/50 R19 107V
275/40 R20 102W	255/50 R19 107W
315/35 R20 110W	265/50 R19 110W
235/65 R17 106V	275/45 R19 108Y
235/65 R17 104W	285/45 R19 111W
255/60 R17 106V	275/45 R20 110Y
275/55 R17 109V	275/40 R20 106Y
255/60 R18 112V	295/40 R20 110Y

MICHELIN
the Michelin Super Formula

The 2014 MICHELIN SUV tire range position

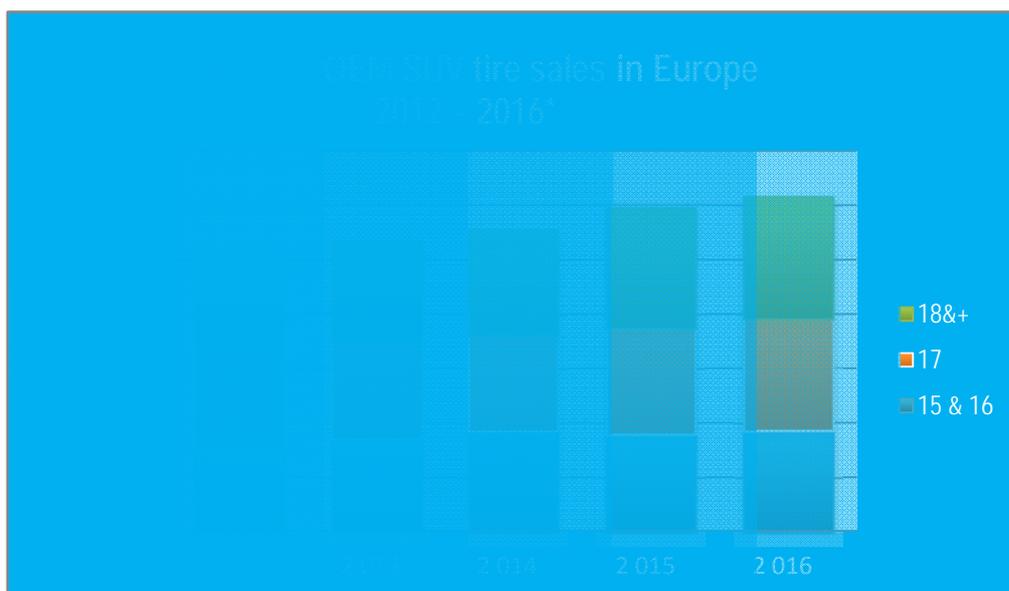
The MICHELIN offering comprises five tire ranges to equip all SUVs on the market. The ranges were defined in accordance with vehicles and types of use.

The MICHELIN Latitude Sport 3 is the latest addition to the family. It is designed entirely for on-road use, while at the other end of the spectrum, the MICHELIN Latitude Cross is intended for 35% off-road use.



- The original equipment SUV tire market in Europe is growing

The new MICHELIN Latitude Sport 3 tire is positioned in a fast-growing market.



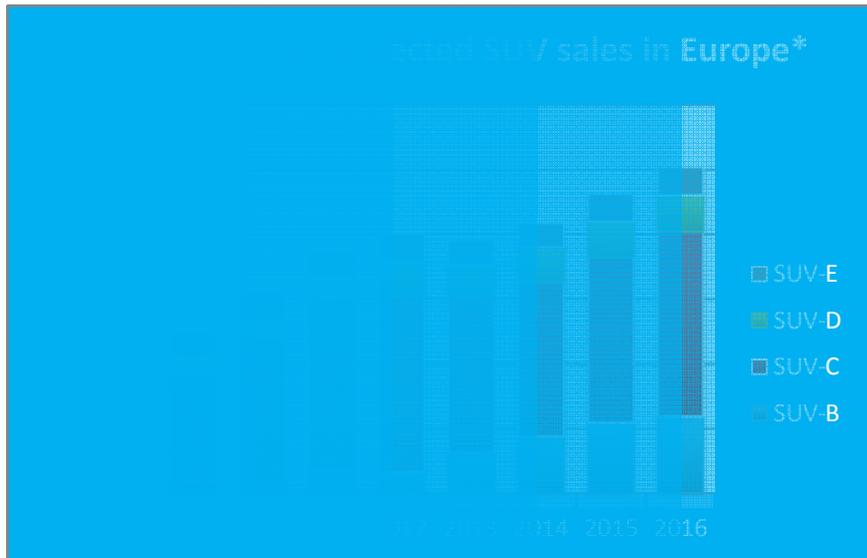
Tires measuring 17 inches or more are enjoying the sharpest volume growth in the original equipment segment, a trend that is expected to continue.

*Sources: Michelin in-house estimates

- The SUV market in Europe is comprised of different vehicle categories

An SUV, also called a Crossover, is a leisure vehicle that can also be used, to a certain extent, for off-road driving and towing. As a result, they have more ground clearance than a traditional vehicle and often a more powerful engine.

COMPACT SUVs		PREMIUM SUVs	
SUV - B	SUV - C	SUV - D	SUV - E
			



Michelin Milestones

For more than a century, MICHELIN has dedicated all its expertise and innovation to enhancing mobility for motorists around the world.

- 1889** Founding of Michelin et Cie.
- 1891** Michelin files its first patents for removable and repairable tires.
- 1895** Michelin introduces Éclair, the first car fitted with pneumatic tires.
- 1898** Birth of **Bibendum**, the Michelin Man.
- 1900** First **Michelin Guide** published.
- 1905** Introduction of the “semelle Michelin” tread with hobnails to improve tire grip and durability.
- 1910** First 1:200,000-scale Michelin **road map** published.
- 1913** Michelin invents the removable steel wheel.
- 1923** First low-pressure car tire (2.5 bar).
- 1926** Michelin creates its first Green Guide for tourists.
- 1930** Michelin files a patent for the integrated tube tire.
- 1938** Michelin introduces Metalic, the first truck tire with a steel casing.
- 1946** Michelin invents the **radial tire**.
- 1959** Michelin introduces the first radial tire for earthmovers.
- 1979** The MICHELIN radial tire wins the Formula 1 championship.
- 1981** The MICHELIN Air X is the first radial aircraft tire.
- 1989** Michelin launches the first online travel itinerary service, on France’s Minitel teletext network.
- 1992** Launch of the fuel-efficient MICHELIN ENERGY™ tire.
- 1993** Michelin invents the new C3M tire manufacturing process.
- 1995** The US space shuttle lands on Michelin tires.
- 1996** Michelin invents the vertically anchored PAX System tire.
- 1998** The first Michelin Challenge Bibendum, the leading international clean vehicle event.
- 1998** The Michelin Man’s 100th birthday.
- 2000** The Michelin Man elected best logo of all time by an international jury.
- 2001** Michelin brings to market the world’s largest earthmover tire.
- 2003** Launch of a range of MICHELIN brand automotive accessories.
- 2004** New corporate signature introduced: “**Michelin, a better way forward**”.
- 2004** Launch of the MICHELIN XeoBib, the first agricultural tire that operates at constant low pressure.
- 2006** Michelin revolutionizes truck tires with MICHELIN Durable Technologies.
- 2007** Launch of the new MICHELIN ENERGY™ Saver tire, which reduces fuel consumption by nearly 0.2 liters per 100 kilometers, thereby avoiding the release of nearly 4g/km of CO₂.
- 2009** 100th edition of the MICHELIN guide France.
- 2010** Market launch of the MICHELIN Pilot Sport 3 and MICHELIN Pilot Super Sport tires.
- 2011** Introduction of the MICHELIN Pilot Road 3, the first dual-compound tire with sipes.
- 2012** European launch of the new MICHELIN ENERGY™ Saver+ and MICHELIN Agilis+ tires.
- 2013** Market launch of the ultra high performance MICHELIN Pilot Sport Cup2, the only tire certified for use on the new Ferrari 458 Speciale, Porsche 918 Spyder and AMG SLS Black Series
- 2014** The MICHELIN Premier A/S car tire with a self-regenerating tread is presented at the North American International Auto Show in Detroit
- 2014** Michelin presents its new winter car tire, the MICHELIN Alpin 5.
- 2014** The new MICHELIN Latitude Sport 3 SUV on-road tire is certified for use on the new Porsche Macan



Michelin Key Figures

Founded	1889
Production base	67 production sites in 17 countries
Number of employees	111,200 people worldwide as of December 31, 2013
Research and development	More than 6,600 researchers working in 25 facilities on three continents, North America, Europe and Asia
2012 R&D budget	€600 million
Annual output	171 million tires produced, over 13 million maps and guides sold in more than 170 countries, and 1.2 billion itineraries calculated by ViaMichelin
2013 net sales	€20,247 million

