

TYRE LAUNCH IS KEY FOR UK TRUCK AND COACH FLEETS, SAYS MICHELIN

(Stoke-on-Trent – September 3, 2012) – Michelin UK is launching its most significant new truck and coach tyre to enter the market for a decade, aimed at regional and national operators where vehicles use a mix of local and major trunk roads.

The 295/80 R 22.5 Michelin X MultiWay 3D is being introduced principally for UK fleets, where this popular size is favoured by domestic operators. It is manufactured at Michelin's ultra-modern factory in Ballymena, Northern Ireland, which has just celebrated manufacturing its 30,000,000th tyre since opening in 1969.

The extension of the X MultiWay 3D range to include the 295/80 brings major benefits for local fleets in the UK, where this dimension accounts for approximately 25 per cent of all commercial vehicle tyres sold. It follows the launch in 2011 of the 315/70 and 315/80 X MultiWay 3D sizes, which have quickly become established amongst the top-selling Michelin commercial vehicle tyres on the Continent.

The X MultiWay 3D range gets its name from the three-dimensional tread sipes which generate grip in difficult climatic conditions, locking together when needed to maintain the stability of the tread band. The design merges excellent traction, longevity and fuel-efficiency with outstanding safety, comfort and cost-effectiveness.

Commenting on its launch, Brian Porteous, UK Technical Manager at Michelin, says: "Our extensive testing has shown an increase in total mileage performance* of up to 15 per cent for the new steer tyre, and up to 10 per cent for the equivalent drive axle fitment. There is also a significant reduction in rolling resistance in comparison to our previous product in this segment. Both of these improvements mean lower operating costs for Michelin users.

"Critically, these tyres also stand out for their excellent grip under braking. Most premium brand tyres offer good stopping ability when new, but by incorporating Michelin Durable Technologies, we've ensured that X MultiWay 3D tyres maintain excellent wet braking performance throughout their life."

Emergency braking trials on wet polished concrete, which simulates icy conditions, found the X MultiWay 3D tyres enabled a vehicle to stop eight metres shorter when the tyres were two-thirds worn compared to similarly worn XZE2+ and XDE2+ tyres – a 25 per cent reduction, equivalent to almost two car lengths.

The new 295/80 X MultiWay 3D XZE steer tyre is available immediately, and will be joined by the X MultiWay 3D XDE drive axle pattern shortly. They will gradually replace the XZE2+, XDE2+ and XDN2 Grip ranges, providing lasting safety and mobility on dry, damp and wet surfaces. 3PMSF** and M+S (Mud + Snow) markings on the sidewall are a further indication of excellent grip and traction for use during winter conditions.



The near-completion of a £20 million investment programme in Michelin's Remix plant in Stoke-on-Trent will enable the tyres to be remoulded locally. Previously, tyres incorporating Michelin Durable Technologies were sent to Michelin factories in mainland Europe for remoulding. Michelin expects the new range to have a retreadability rate of up to 94 per cent, with each remould using up to 50kg less raw material* – something which is increasingly important in this environmentally conscious industry.

The launch of the 295/80 X MultiWay 3D range is testament to the €500 million of investment Michelin channels into research and development every year – more than any other tyre manufacturer in the world.

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**compared with the previous generation XZE2+ and XDE2+ tyres respectively*

*** 3PMSF stands for '3 peaks mountain snow flake'. Tyres with this marking have reached a minimum level of performance in winter conditions, proven by a standardised test conducted on snow which is soon to be adopted into an ECE Regulation. M+S can be declared by the tyre manufacturer, without the need for reaching a minimum standard. M+S is not winter specific as it covers performance in mud as well.*

Michelin (www.michelin.co.uk)

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tyres for every type of vehicle, including aircraft, bicycles, cars, earthmoving machines, farm equipment, trucks and motorcycles. Michelin employs 115,000 people, has sales organisations in more than 170 countries and operates 69 production sites in 18 countries throughout five continents. The Company also publishes travel guides, hotel and restaurant guides, maps and road atlases and offers electronic mobility support services on ViaMichelin.com. Research and development is undertaken in technology centres in Asia, Europe and North America.

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