

MICHELIN PLANS GLOBAL TRAILER TYRE PREVIEW AT CV SHOW
Stand 4F80, Hall 4, NEC, Birmingham – 29 April to 1 May 2014

(Stoke-on-Trent – February 18, 2014) – Michelin has selected the Commercial Vehicle Show 2014 to host an exclusive international preview of its new 385/65 R 22.5 X Multi T trailer tyre – which will be officially launched this summer.

Michelin says the 385/65 X Multi T, which is designed for national and regional operations, will enable fleets to drive even greater value from their tyres. It will offer improvements in longevity, grip and rolling resistance over the current XTE3 trailer tyre of the same size, which has been Michelin's best-selling trailer fitment since its launch in 2007.

Sharn Samra, Michelin's Head of Truck Marketing in the UK and Ireland, says: "Being able to display the new 385/65 X Multi T at the CV Show is a major coup as it's the first time this tyre will have been exhibited anywhere in the world. It's testament to the importance of the UK and Irish markets to Michelin.

"The 385/65 is the second most popular commercial vehicle tyre size sold domestically and accounts for approximately 16 per cent of the market. We see huge potential for the X Multi T.

"The XTE3 has been a strong performer for years, both as original equipment and as replacements; but the X Multi T will be a game-changer in terms of trailer tyre performance."

Michelin is placing huge importance behind its attendance at this year's CV Show – its first since 2011. The company will have a comprehensive line-up of 10 different tyres on display, including examples of its popular X MultiWay 3D and fuel-saving X Line Energy ranges.

Also on display will be an example from the Michelin XML line-up; an all-round fitment for trucks operating both on and off-road, where good grip on all types of terrain, from mud and sand to grass, snow or tarmac is required.

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Michelin (www.michelintransport.com / [@MichelinTruckUK](https://twitter.com/MichelinTruckUK))

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, bicycles/motorcycles, cars, 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 113,400 employees and operates 69 production plants in 18 different countries. The Group has a Technology Center in charge of research and development with supporting operations in Europe, North America and Asia. (www.michelin.com)



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