

**385/65 R 22.5 X MULTI T LAUNCH SHOWS NEW LEVELS OF INNOVATION
FROM MICHELIN**

(Stoke-on-Trent – July 18, 2014) – Michelin has launched the new 385/65 R 22.5 X Multi T trailer tyre across Europe, following its exclusive global preview at the CV Show in April 2014.

The July launch coincides with the release of performance data highlighting the tyre's ability to further reduce total cost of ownership for operators, with a 0.7 litre saving in fuel per 100km* and a 10 per cent increase in mileage potential versus its predecessor.

The new tyre also offers excellent longitudinal grip and lateral grip on dry and wet surfaces owing to its innovative tread design, which makes for highly effective water dispersal and even wear – particularly important given trailer tyres are responsible for 45 per cent of the braking performance on a fully loaded articulated vehicle. The groove design and longer ridges also contribute to ensuring the tyre is marked M+S (mud + snow), an indication of its suitability for winter conditions.

The new 65-series X Multi T sets the benchmark for 'regional' trailer tyres, replacing the XTE3 of the same size, which has sold more than 4 million units in Europe since its launch in 2007.

Guy Heywood, Commercial Director of Michelin's truck division in the UK and Ireland says: "We've taken a tyre popular with both trailer manufacturers and fleet operators alike, and built in new technology to deliver significant improvements on an already winning formula."

Key to the X Multi T is the introduction of a new rubber compound created by Michelin's research and development teams, named 'Carbion'. This innovation results from new components and a new compounding process which has lowered the tyre's operating temperature** by 6°C, further reducing rolling resistance, fuel consumption and CO₂ emissions compared with the previous generation XTE3, whilst providing increased resistance to abrasion.

Heywood adds: "The development of materials such as Carbion is a testament to the more than €600 million we spend every year on research and development. No other tyre manufacturer commits to this level of investment. It allows us to be at the forefront of innovation."

Using Michelin's Remix retreading technology, the 65-series X Multi T has a retread acceptability rate of 88 per cent, ensuring operators can benefit from the multiple lives offered by Michelin truck tyres. When retreaded as a Michelin Remix tyre, an X Multi T will also benefit the environment through saving 55kg of raw materials versus manufacturing a completely new tyre. Both the new and Remix versions can be regrooved.



The European tyre labelling system demonstrates why the 385/65 R 22.5 X Multi T is one of the best performing trailer tyres on the market, achieving excellent ratings in all three categories. It achieves a B in rolling resistance and wet braking and emits just 69 db of sound, placing it in the lowest noise category.

Michelin will progressively introduce Radio Frequency Identification (RFID) chips into the X Multi T. The introduction of RFID into the Michelin line will lead to managers being able to track the use and condition of a fleet's tyres.

The new tyre is available as both original equipment and on the replacement market in the UK and Ireland, through the ATS Euromaster and independent Michelin Truck Professional networks.

* Internal Michelin study. Comparison of a vehicle equipped with Michelin 315/80 R 22.5 X MultiWay 3D XZE, XDE and 385/65 R 22.5 X Multi T with a similar vehicle equipped with Michelin 315/80 R 22.5 XZE2+, XDN2 Grip and 385/65 R 22.5 XTE3.

** In equivalent load (4,500kg), pressure (9 bar) and speed (100km/h) conditions.

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Michelin (www.trucks.michelin.co.uk / [@MichelinTruckUK](https://twitter.com/MichelinTruckUK))

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