

## PRESS INFORMATION

### FREE IPAD 2 WITH FOUR MICHELIN ULTRAFLEX TECHNOLOGY TYRES

(Stoke-on-Trent – March 13, 2012) – Farmers hoping for an added incentive to upgrade their agricultural tyres need look no further. Michelin has announced that the first 50 customers to purchase four Ultraflex technology tyres on the replacement market in March and April 2012 will receive a free iPad 2.

This offer is only available to customers purchasing their tyres from one of Michelin's 36 Exelagri dealers. The tyres must be purchased, supplied and fitted in a single transaction before 30 April 2012 to qualify.

The first 50 customers to complete an in-store entry form and send it to Michelin will receive an iPad 2, with 16GB of memory and Wi-Fi capability.

Tyres featuring Michelin's Ultraflex technology include XeoBibs and AxioBibs – designed for use on tractors, CerexBibs – fitted on combine harvesters and SprayBibs – for self-propelled sprayers.

Michelin's patented Ultraflex technology allows the latest generation of agricultural tyres to carry the same load at lower pressure, or heavier loads at the same pressure. This results in better traction on dry and wet soil, a larger footprint with less soil compaction and improved comfort on the road and in fields.

For your nearest Exelagri dealer, please call Michelin's agricultural specialist team on 0845 366 1540.

The closing date for receipt of entry forms is 31 May 2012.

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#### **Michelin ([www.michelin.co.uk](http://www.michelin.co.uk))**

With more than 111,000 employees and sales organisations in more than 170 countries, Michelin is the worldwide leader in tyre manufacture. Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tyres for every type of vehicle, including aircraft, cars, bicycles, earthmovers, farm equipment, trucks, motorcycles and even the US space shuttle. Michelin has 70 production sites in 18 countries throughout five continents. The Company also publishes travel guides, hotel & restaurant guides, maps and road atlases, and offers electronic mobility support services on [ViaMichelin.com](http://ViaMichelin.com). Research and development is undertaken in technology centres in Europe, USA and Japan.

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