

PRESS RELEASE

FREE IPAD MINI WITH FOUR MICHELIN ULTRAFLEX TECHNOLOGY TYRES

(Stoke-on-Trent – February 18, 2013) – Farmers and contractors considering replacing their agricultural tyres now have an added incentive to invest in a set of Michelin's patented Ultraflex technology tyres as they will receive a free iPad Mini.

The offer is only available to customers purchasing four Ultraflex technology tyres from one of Michelin's 37 Exelagri dealers. The tyres must be bought, supplied and fitted in a single transaction before the end of April 2013 to qualify.

After purchasing the tyres, customers must complete an in-store redemption form and post it to Michelin with a copy of the original purchase receipt –to receive their iPad Mini.

Michelin's range of Ultraflex technology tyres are designed to carry the same load at lower pressures, or heavier loads at the same pressure. This ensures better traction on dry and wet soil, a larger footprint with less soil compaction for increased yield and improved fuel economy, plus improved driver comfort.

Designed specifically for agricultural equipment, the full range includes AxioBib and XeoBib tyres for use on tractors, CerexBib tyres for combine harvesters and SprayBib tyres for self-propelled sprayers.

To find your nearest Exelagri dealer, please call Michelin's agricultural team on 0845 366 1540 or visit www.michelin-agricultural-tyres.co.uk.

All redemption forms must be received by 31 May 2013.

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Michelin (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. Research and development is undertaken in technology centres in Europe, USA and Japan.

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