

PRESS RELEASE

MICHELIN ADDS NEW RANGE OF ULTRAFLEX TECHNOLOGY TYRES FOR UK AND IRISH MARKETS

(Stoke-on-Trent – June 16, 2015) – Farmers using specifically high horse powered tractors and other agricultural machinery now have a greater choice of tyres after the introduction of Michelin's new YieldBib range.

Previously available solely on the North American market, Michelin executives in Stoke-on-Trent saw an opportunity for the YieldBib range to replace standard 85 series tyres in the UK and Ireland.

YieldBibs are a narrower tyre than normally fitted to 250+hp tractors when used for crops grown in rows, such as potatoes, carrots and maize. The new tyres can also be fitted to sprayers and treatment machinery, providing that the tyre is working within the capacity of its technical specification at all times.

Key features include stubble deflecting lugs and an anti-stubble belt in the tread area, specifically designed to extend tyre life by preventing piercing, chipping and gouging from stubble.

The 45 degree lug angle also provides better traction and less slippage in all weather conditions; improving fuel economy and helping the farmer to make full use of the machine's power.

Mike Lawton, Commercial Director of Michelin's agricultural tyre division says: "Farmers are under increasing pressure to be as efficient as possible so it's important that the correct tyres are chosen for their intended application.

"The new YieldBib line extends our range of narrow tyres and ensures that row crop farmers receive the best total performance and soil protection possible," he adds.

Benefiting from Michelin's patented Ultraflex Technology, the tyres can carry the same load with up to 40 per cent reduced pressure, compared to standard radial technology tyres. They also limit soil compaction by spreading the tractor's weight over a larger footprint.

The YieldBib tyres join an ever-increasing range of Ultraflex Technology tyres covering a wide array of applications, including CargoXBib HF, CerexBib, XeoBib, AxioBib and SprayBib tyres.

YieldBib tyres are already available in the UK and Ireland in VF 380/85 R34, VF 420/85 R34, VF 480/80 R50 and VF 480/80 R46 sizes. Michelin will introduce two additional YieldBib sizes – VF 380/95 R38 and VF 380/80 R38 – later in 2015.

For more information about the range of Michelin farm tyres available visit www.michelin-agricultural-tyres.co.uk.



ends

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, automobiles, bicycles/motorcycles, 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 111,200 employees and operates 67 production plants in 17 different countries. The Group has a Technology Centre in charge of research and development with operations in Europe, North America and Asia. (www.michelin.com)



<http://twitter.com/MichelinAgriUK>



<https://www.youtube.com/user/AgMichelin>

For further press information please contact:

David Johnson, Michelin Press Office

Tel: + 44 (0) 1782 402341 Email: d.johnson@uk.michelin.com

James Keeler or Beth Laws, Garnett Keeler PR, Inver House, 37-39 Pound Street,
Carshalton, Surrey, SM5 3PG
Tel: +44 (0)20 8647 4467 Fax: +44 (0)20 8544 4711 E-mail: james.keeler@garnettkeeler.com or
beth.laws@garnettkeeler.com

MICHA/123/15

