

Michelin reveals the new MICHELIN PRIMACY 4 – safe when new, safe when worn

True to its Mission of sustainably improving customer mobility, Michelin presents at the Frankfurt IAA the latest update to its PRIMACY range: the new MICHELIN PRIMACY 4 tyre, a reference for safety. After three years of development, this tyre provides a high level of performance on wet roads, from the first use until worn to the legal wear indicator (1.6mm). This tyre, thus responds to the need to perform at a high level when worn; a long lasting performance.

Thanks to the use of latest generation elastomers, the new MICHELIN PRIMACY 4 tyre delivers a very high level of wet grip, from the first to the last kilometre, without compromising longevity. To achieve this level of grip, the tread pattern has been optimised: it has a new design that reveals squarer and less tapered grooves, to help improve water clearance even when the tyre is worn. Thus, both when new and worn, MICHELIN PRIMACY 4 offers an excellent level of performance in braking on wet roads. When compared to competitor tyres in the 205/55 R16 91V size the new MICHELIN PRIMACY 4 tyre brakes, on average, 0.9m shorter than its direct competitors. And when worn, the MICHELIN PRIMACY 4 brakes 2.8m shorter than the average of the competitor tyres ⁽¹⁾ ⁽²⁾.

The new MICHELIN PRIMACY 4 tyre also simplifies the reading of its wear level. In addition to the presence of a traditional wear indicator on the shoulder, it also has a Michelin marking at the bottom of the tread grooves. These two methods allow users to quickly and simply identify the level of wear of their tyres.

Compared to its direct competitors, the new MICHELIN PRIMACY 4 lasts an average of 18,000 kilometres ⁽³⁾ more; confirming the long lasting performance of the new tyres designed by Michelin. The new MICHELIN PRIMACY 4 tyre is a concrete demonstration of the Michelin Group's strategy: consumers must be able to drive safely, throughout the life of the tyre, right down to the legal wear indicator of 1.6 mm.

MICHELIN PRIMACY 4 will be launched in 64 sizes from January 2018.

7 sizes in 15"

17 sizes in 16"

30 sizes in 17"

10 sizes in 18"

⁽¹⁾ New and Worn (worn means 2 mm tread depth), on 205/55 R16 91V MICHELIN PRIMACY 4, is above the R117 European regulation wet grip threshold.

⁽²⁾ Wet braking test, between 80 and 20 kph, conducted by TÜV SÜD product service, at Michelin's request, between June and July 2017, on dimension 205/55 R16 91V on VW Golf 7 comparing MICHELIN PRIMACY 4 versus BRIDGESTONE TURANZA T001 EVO ; CONTINENTAL PREMIUM CONTACT 5 ; DUNLOP BLURESPONSE ; GOODYEAR EFFICIENT GRIP PERFORMANCE ; PIRELLI CINTURATO P7 BLUE competitors.

⁽³⁾ Test conducted by DEKRA TEST CENTRE, at Michelin's request, between June and July 2017, on dimension 205/55 R16 91V on VW Golf 7 comparing MICHELIN PRIMACY 4 versus BRIDGESTONE TURANZA T001 EVO ; CONTINENTAL PREMIUM CONTACT 5 ; DUNLOP BLURESPONSE ; GOODYEAR EFFICIENT GRIP PERFORMANCE ; PIRELLI CINTURATO P7 BLUE competitors. Longevity test run in average real usage (D50) with 10,000 km run and estimated longevity at 1.6mm.