

MICHELIN

**EXTENDS CROSSCLIMATE RANGE
INTO LIGHT TRUCK AND VAN WITH**

AGILIS CROSSCLIMATE



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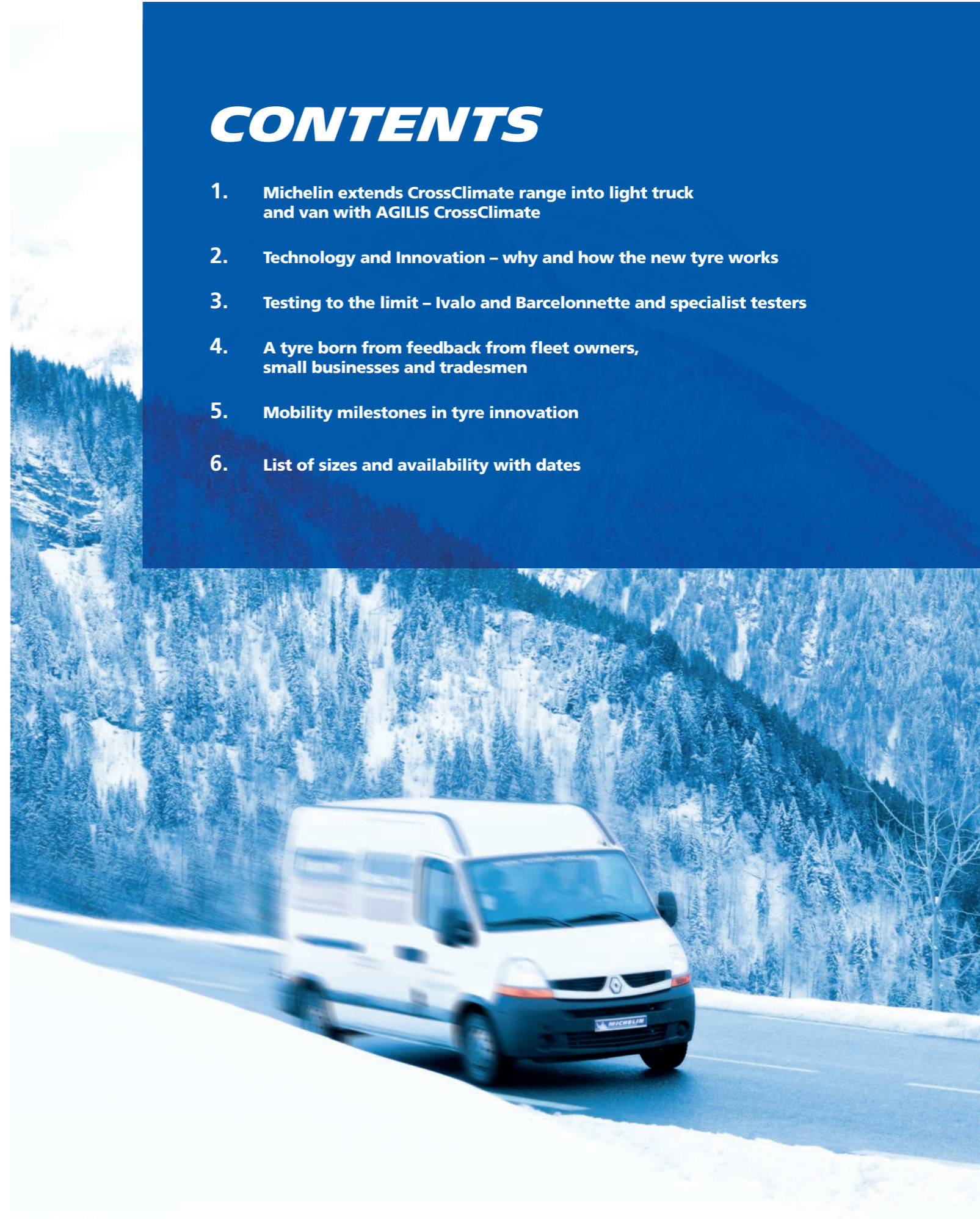
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To download the press kit and images, please find the following link:

https://mediaevent.michelin.com/PRESS/02_PNEUS-TYRES/VOITURES-CARS/AGILIS-CROSSCLIMATE/



1. MICHELIN EXTENDS CROSSCLIMATE RANGE INTO LIGHT TRUCK AND VAN WITH AGILIS CROSSCLIMATE



Michelin is extending its award winning CrossClimate range into light truck and van with the launch of **Agilis CrossClimate**. It is a summer tyre with a complete winter capability, and heralds a new generation of high performance van and light truck tyres with no mobility compromises in winter conditions as well as on mud and grass; tyres boasting high mileage and low TCO (Total Cost of Ownership), safety in all weathers, robustness and damage resistance.

The new tyre is designed and conceived from end-user feedback gathered over the last 10 years, and delivers their two crucial demands – a single tyre fitment that delivers all year round mobility in all weather conditions with a robust and damage resistant sidewall. It does this with a rugged tread pattern, made with innovative new rubber compounds and specific new features for sidewall and shoulder protection.

As a consequence of the boom in online shopping, and the large increase in local neighbourhood deliveries and heavy vehicle restrictions in towns, the van and light truck is among the fastest growing vehicle segments for new vehicle sales. Additionally, customer expectation on business owners, craftsmen and fleet managers to ensure all-year round availability of deliveries and services, on time, whatever the weather conditions, saw the All-Season van and light truck tyre market increase by 37 percent between 2016 and 2017.

The specification and blueprint given to the Michelin tyre designers for the **Agilis CrossClimate** resulted from five years of feedback from end-users in France, Germany, Turkey and the U.K. Following thousands of qualitative interviews by GMV, an external research institution, the two main factors demanded by users were:

- > **A single long-life tyre, bringing excellent grip, traction and reliability in all seasons, through all weather conditions and on all road surfaces.**
- > **Robustness and damage resistance; particularly in urban environments with frequent impacts with kerbs and other objects.**

The 3PMSF marked **Agilis CrossClimate** tyre is certified for use in snow conditions, but still behaves, brakes and lasts like a summer tyre on dry roads. This is due to the latest rubber technology; compounds which deliver rubber and tread flexibility, even at freezing temperatures and a multilayer tread area which minimises heat transfer through the tyre.

Inspired by the award winning* CrossClimate+ car tyre, the tread pattern is V-shaped, and is an innovative combination of high-tech tread blocks. These contain bi-directional self-locking sipes to provide cutting edges which bite into snow and ice; for optimum grip on difficult winter surfaces. This combination of new tread rubber and the V-shaped tread pattern deliver grip in all conditions, but also an increase in tyre life which is 35 per cent** more than the average of premium competitors tested.

The increased damage resistance demanded by users is achieved through the addition of 1.5mm deep trapezoidal blocks around the shoulder and upper sidewall. These – and the rubber they use – are features taken from Michelin's military all-terrain truck tyre range and give added protection, without compromising casing flexibility.

The **Agilis CrossClimate** has been developed and rigorously tested in challenging winter conditions by the Michelin winter tyre testing team in two European locations, 4,000 kilometres apart. These are Ivalo, high up in the Arctic Circle in Finland and Barcelonnette at 2,715 metres altitude in the Alps – one of the highest roads in Europe. Tested and developed in these challenging conditions, you can be sure that if the new **Agilis CrossClimate** can survive these tests, then a suitably equipped plumber coming to repair the heating, or delivery driver with that special gift, will be there – right on time!

The **Michelin Agilis CrossClimate** is not just another all-season tyre, it offers all the advantages of a Summer tyre in wet braking***, dry braking, longevity and fuel efficiency, and the advantages of a Winter tyre in traction and braking*** for customers driving in cold or occasionally snowy conditions.

*MICHELIN CrossClimate+ won Auto Express 2017/8 Best all-season tyre, and Auto Bild Allrad all-season SUV tyre tests 7/2017.
**DEKRA tests show a minimum of 35% more mileage versus the average competitor's Summer, Winter & All-season products.
*** Recognised by the A label grading in winter and summer categories



2. TECHNOLOGY AND INNOVATION – WHY AND HOW THE NEW TYRE WORKS!

The new Agilis CrossClimate heralds a new generation of high performance van and light truck tyres with no mobility compromise in winter conditions; tyres boasting high mileage and low TCO, safety in all weathers, robustness and damage resistance.

But what makes the tyre different? What has changed to deliver these new high levels of performance?

The Agilis CrossClimate has three main areas of improvement and a new feature; these are the rubber compounds, the tread pattern, the sidewall design and a new style tread wear indicator.



TREAD RUBBER AND COMPOUNDS

- > The **Agilis CrossClimate** benefits from the latest compounds: the tread is made from three different kind of rubber compounds (three synthetic elastomers). This innovative technology allows the most adapted compound to “take the lead” on the tyre performance – ‘winter compound’ at low temperatures, ‘wet profiled compound’ when low adherence or ‘dry compound’ when hot and dry.
- > The CrossClimate’s innovative tread is also made with two layers - one on the outer tread and another underneath the surface. This works to minimise any heat transferred through the tyre and to reduce the heating of the tyre in demanding conditions. This helps maintain the same level of performance however severe the usage.
- > The result of these high-tech components is a tyre that has been awarded the premium wet grip accolade of an A label grading for wet braking in summer and winter. Additionally the tyre is certified for use in snow conditions with the 3PMSF marking, but still behaves and brakes like a summer tyre on dry roads.



TREAD PATTERN

- > Taking inspiration and lessons learned from the award winning CrossClimate car tyre, the **Agilis CrossClimate** features the V-shaped tread pattern with an innovative combination of high-tech design tread blocks and 3D self-locking sipes.
- > The **Michelin Agilis CrossClimate** with its technical design and ‘full depth’ sipes (9.2mm deep) embraces the Michelin *Long Lasting Performance* philosophy. The tyre is designed to make maximum use of the premium high-tech rubber and to perform from the first millimetre right down until the tread wear indicator is reached.



EXTRA SIDEWALL SHOULDER PROTECTION

- > The traditional Michelin high damage resistance has been further enhanced with additional shoulder protection. This series of 1.5mm deep trapezoidal blocks in the shoulder/sidewall area are made from similar tough rubbers compounds to those used in Michelin truck tyres.
- > Inspiration for this specific shoulder protection came from Michelin’s military all-terrain truck tyre range (X Force ZL); these give added protection without compromising the casing flexibility.



NEW TREAD WEAR INDICATOR

- > The **new Agilis CrossClimate** features a new tread wear indicator within the groove; this gives an easily read percentage of the tread remaining.
- > The initial tread depth is 9.2mm when new, and with the “0%” tread depth set at the legal limit of 1.6mm, this gives 7.6mm of high-tech Michelin rubber to be used.



3. TESTING TO THE LIMIT – IVALO AND BARCELONETTE AND SPECIALIST TESTERS

Developing tyres for use in all seasons and weather conditions is a challenge, but finding somewhere with conditions to rigorously test those tyres is an even bigger challenge! Rain, snow and ice can be replicated in small areas, but these are totally impractical for testing vans and light trucks in realistic winter conditions. So how does Michelin extensively test and evaluate All-Season and Winter tyres?

The answer is simple; Michelin has access to one of the highest roads in Europe – ‘Col de la Bonette’ in the Alps at an altitude of 2,715m. When this road is closed by the authorities in late Autumn, Michelin arrives and sets up shop with its dedicated Winter tyre testing team.

For eight weeks from mid-December to the end of February – under the bewildered gaze of the chamois, sometimes the French army on exercises, or cross-country skiers – four Michelin test drivers take turns to test and perfect tyre design. All monitored by the Michelin R&D team, over the 15 kilometres of carefully prepared piste, the design and performance of the new Agilis CrossClimate was fine-tuned.

With temperatures between 0° C and -15° C, a complete battery of tests on snow is performed; acceleration, braking, traction and transverse grip. To ensure homogeneous test conditions, the road is prepared between each test by snow groomers and the snow characteristics are checked and measured before each test.

But the Inuit have 53 different words for snow; so is all snow the same? No! That is why Michelin also has a test facility at Ivalo in northern Finland, 300 km north of the Arctic Circle. In the Alps the snow is heavy and damp with bigger snowflakes – due to the humidity; in Ivalo the snow is powdery and light. Snow characteristics vary greatly, and that is why Michelin tests tyres in these two extremes – almost 4,000 kilometres apart – with different snow qualities that enrich the tests and enable Michelin to evaluate tyre performance on many types of snow.

But the Agilis CrossClimate is still a summer tyre at heart, with the highest levels of performance in the dry, wet, mud, grass... But it is in these challenging conditions that the new Agilis CrossClimate has been developed and tested.

If it can survive the Michelin tests in these conditions, you can be sure the plumber coming to repair the heating, or the delivery driver with that special gift, will be there – right on time!



Site of Ivalo in Finland

4. A TYRE BORN FROM FEEDBACK FROM FLEET OWNERS, SMALL BUSINESSES AND TRADESMEN



The van and light truck, once used mainly by craftsmen and small businesses, has become one of the fastest growing vehicle segments on Europe's roads as consumers have embraced online shopping. In fact the number of vans and light trucks on the road in Europe has increased significantly in the last few years, and the market for All-Season van and light truck tyres increased by 37 percent from 2016 to 2017. This growth of just-in-time, door-to-door deliveries, and customer expectation has put pressure on fleet managers, business owners and craftsmen to ensure all-year round availability of deliveries and services.

SO HOW DID MICHELIN DESIGN THE NEW GENERATION OF VAN AND LIGHT TRUCK TYRE?

The specification and blueprint given to the Michelin tyre designers for the **Agilis CrossClimate** resulted from five years of feedback from end-users in France, Germany, Turkey and the U.K. Following thousands of qualitative interviews by GMV*, an external research institution, the two main factors demanded by users were:

- > A single long-life tyre, bringing excellent grip, traction and reliability in all seasons, through all weather conditions and on all road surfaces.
- > Robustness and damage resistance; particularly in urban environments with frequent impacts with kerbs and other objects.

The new Agilis CrossClimate delivers all this in a long-life tyre bringing safety and reliability in all seasons, through excellent grip and traction in all weather conditions and on all road surfaces. It does this through innovative rubber compounds and materials, a V-shaped tread pattern with robust tread blocks and sidewall reinforcements inspired by Michelin's military tyre range.

*studies carried out by GMV Conseil, a Paris based market research consultant

5. MOBILITY MILESTONES IN TYRE INNOVATION

Michelin innovations: milestones in the world of the automobile and mobility

Key information

Michelin's development has largely been built on innovation. From the removal tire in 1891 to the first summer tire certified for winter use in 2015, Michelin's history has comprised innovations that are milestones in the enhancement of mobility for goods and people.

1946

MICHELIN INVENTS THE RADIAL TYRE

MICHELIN invents the radial tire, which simultaneously enhances safety, triples longevity and improves energy efficiency by 30%, while providing a level of comfort without equal at the time.



1983

MICHELIN INVENTS THE FIRST SIPED WINTER TYRE

MICHELIN invents the first siped winter tire, which simultaneously provides enhanced safety on snow-covered and wet, cold roads and greater traction on snow.



1992

MICHELIN INVENTS THE "GREEN TYRE "

The first MICHELIN green tire simultaneously reduces fuel consumption while improving grip on wet roads and tire longevity by integrating silica in the tread.



2003

MICHELIN REINVENTS THE SPORTS TYRE

Introduced in 2003, the MICHELIN Pilot Sport 2 simultaneously provides more grip and enhanced safety thanks to its road-holding ability while delivering unparalleled driving enjoyment at all speeds.



2014

MICHELIN INVENTS SELF-REGENERATING EVERGRIP™ TYRE

MICHELIN EverGrip™ technologies improve grip throughout the tire's life. Integrating a self-regenerating tread and innovative rubber compounds, the tire offers superior wet grip, mile after mile.



2015

MICHELIN INVENTS THE FIRST SUMMER TYRE TO BE CERTIFIED FOR USE IN WINTER

The new MICHELIN Crossclimate features the unique combination of MICHELIN summer and winter tire technologies, thereby becoming the first tire that simply and economically provides an appropriate level of safety in all weather conditions, throughout the year.



2017

MICHELIN EXTENDS THE CROSSCLIMATE STORY INTO SUV

Developed to deliver good performance in a variety of weather conditions, the Michelin CrossClimate SUV performs well during dry braking, delivering grip on wet roads and control on snow.



6. LIST OF SIZES AND AVAILABILITY WITH DATES

	CAI	SIZES
MAY 2018	003490	215/65 R 16C 109/107T
	028446	225/65 R 16C 112/110R
	217472	235/65 R 16C 121/119R
	250107	195/65 R 16C 104/102R PS=100T
	380842	195/75 R 16C 110/108R
	485409	195/70 R 15C 104/102T PS=98T
	518348	205/65 R 15C 102/100T
	603801	205/65 R 16C 107/105T PS=103T
	656747	215/65 R 16C 106/104T
	780847	235/65 R 16C 115/113R
822319	195/75 R 16C 107/105R	
JUNE 2018	134136	215/75 R 16C 116/114R
	356121	205/75 R 16C 110/108R
	466346	225/70 R 15C 112/110S
	876514	225/70 R 15C 112/110R
	472865	215/75 R 16C 113/111R
	552667	215/70 R 15C 109/107S
	196186	215/70 R 15C 109/107R
	717135	205/75 R 16C 113/111R
	767042	215/60 R 16C 103/101T
JULY 2018	041387	225/75 R 16C 118/116R
	323325	215/65 R 15C 104/102T PS=96H
	715179	225/75 R 16C 121/120R
NOV. 2018	873665	205/70 R 15C 106/104R
	086974	185/75 R 16C 104/102R
MAY 2019	416361	195/60 R 16C 99/97H
	263091	225/60 R 16C 105/103H PS=101H
*This range covers 95% of the van / light truck market in Europe		
SIZE SPECIFICATIONS		
WIDTH	185 to 235 mm	
HEIGHT	75 to 55	
DIAMETER	15" to 17"	
SPEED SYMBOL	R, S, T, H	



2018
AGILIS CROSSCLIMATE
THE VERSATILE NEW VAN TYRE!!

Michelin, the leading tire company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 187 million tires in 2016. (www.michelin.com)

