

Paris – September 18, 2012

## **The MICHELIN Power Pure SC Radial The first high-performance dual-compound radial scooter tire**

Today's scooters are increasingly powerful, with engine displacements of 500, 530, 650 and even 850 cc, and the latest generation models are just at ease cruising down the highway as putting around city streets. With output of up to 70 bhp, these big-bore scooters deliver a ride and performance similar to more conventional motorcycles.

What's more, they are increasingly popular, particularly in Southern Europe, where long-standing demand helped to drive an 87% increase in the European big-bore market from 2007 to 2012.

As engines become more powerful, cycle parts gain in sophistication and design, moving parts become heavier and rider experience expectations are expressed more assertively, big-bore scooter enthusiasts are demanding more from their tires, which are the only part of their bike in contact with the road. This is particularly the case for safety performance.

In bringing the world's first dual-compound radial sport scooter tire to market, Michelin has delivered a compelling, comprehensive response to these new expectations. In fact, this is the first time that the world's best two-wheel tire technologies have been packed into a single scooter tire.

Big-bore riders, one-third of whom are former motorcyclists, pay close attention to handling and ride, with a clear preference for scooters that are sporty and fun to drive. For them, the MICHELIN Power Pure SC Radial tire offers a wide array of benefits.

### **The benefits of radial technology**

- Directly derived from the radial sport-touring lines, radial technology guarantees that the MICHELIN Power Pure SC Radial tire is more stable at high speeds. Thanks to its superior resistance to centrifugal distortion, the new radial offers consistent handling at even the highest speeds in both straights and curves, as well as improved wear resistance.
- Michelin's radial technology makes the tire lighter than one with a conventional casing. This in turn enhances acceleration performance and, in normal use, lowers fuel consumption.
- Radial technology will also enable Michelin to support the future development of big-bore scooters. The only way for these bikes to deliver increasing performance, while ensuring a safe ride, is to use tires capable of carrying greater loads at higher speeds, as is already the case with the new MICHELIN Power Pure SC Radial tire.



The **MICHELIN dual-compound technology** used in the MICHELIN Power Pure SC Radial tire offers three benefits:

- The soft rubber compound in the shoulders delivers additional grip when leaning into curves
- The more resistant compound in the tread center improves mileage, traction and braking.
- Dual-compound technology ensures that the tire wears evenly, regardless of how intense the use.



#### **Two new sizes aligned with market needs**

Already marketed in a very wide range of sizes, the MICHELIN Power Pure SC Radial tire is now available in two new sizes in time for the recent introduction of the Yamaha T-Max 530 and the BMW C600 Sport and C650 GT. These new sizes are:

- 120/70 R 15 (front)
- 160/60 R 15 (rear)

These sizes have been marketed in Europe since August 2012.

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