

Boulogne-Billancourt – the 30<sup>th</sup> of August, 2013

# MICHELIN City Grip Winter

More winter peace of mind

Press Kit



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Find the photos of the new MICHELIN City Grip Winter at:  
<http://mediaevent.michelin.com/>



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## **And Michelin creates winter peace of mind with the new MICHELIN City Grip Winter**

In second-half 2013, Michelin is introducing the new MICHELIN City Grip Winter scooter tire in Europe. Specially designed for safe riding on the wet and snow-covered roads so characteristic of winter, the tire is also the Michelin Group's seventh major product launch this year for motorized two-wheel vehicles.

With this new tire, the Michelin Group is reaffirming its position as the tire manufacturer capable of meeting the needs of all users of this type of vehicle around the world.

All of them? Yes, all of them. These seven new tires equip the world's most powerful motorcycles, whether sports or trail bikes or small or mid-size motorcycles, in all countries, from South America to Southeast Asia. The new MICHELIN City Grip Winter tire will provide scooter owners that ride in winter with access to Michelin's advanced technology, giving them unparalleled performance in terms of grip and comfort, winter after winter. This is even more significant in that the new tire targets highly demanding users for whom the scooter has become an indispensable part of their day-to-day lives.

Innovation is the focal point of Michelin's development strategy. While innovation has guided the Group throughout its history, the trend towards bringing to market ever more high performance tires is constantly accelerating. Michelin introduced the first radial tire for motorcycle tires 26 years ago.

From 1987 to 2013. A full 26 years separate these two key dates in the history of tires for two-wheel motorized vehicles. Over that period, Michelin has demonstrated a constant commitment to ensuring these vehicles are enjoyable and safe to ride, in all situations. Michelin develops tire ranges that deliver outstanding performance across the board in terms of dry or wet grip, feel and steering accuracy, and total mileage. In addition, the MICHELIN City Grip Winter provides superior grip on snow-covered roads. Combining these theoretically incompatible qualities requires the deployment of leading-edge technologies, and that's what is meant by MICHELIN Total Performance.

## Performance and characteristics of the new MICHELIN City Grip Winter scooter tire

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### Key points

In second-half 2013, Michelin is launching its first winter tire for scooters in Europe. The new tire is specially designed for riding safely on wet and snow-covered roads.

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Called the MICHELIN City Grip Winter, the tire delivers exceptional performance in three distinct areas: maximum grip on slippery surfaces, total mileage and user comfort.

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The new MICHELIN City Grip Winter is made with a unique thermoactive compound that remains flexible even when the temperature falls below zero. The sipes in the tread respond like claws to improve grip.

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The new MICHELIN City Grip Winter features an M+S (Mud & Snow) marking on the sidewalls, indicating that it complies with general standards for winter tires.

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Thanks to its highly grooved tread, the new MICHELIN City Grip Winter makes winter riding safer, thus providing users with added reassurance. Whatever the road surface – dry and cold, wet or snow covered – the MICHELIN City Grip Winter delivers the right technological solution.

The tread is comprised of a large number of grooves\* that help to evacuate water from the center of the tire towards the exterior.

*\*The new tire's tread has 10% more grooves than that of the MICHELIN City Grip.*

These sipes act like claws that grip the snow. This combination of technologies deliver better grip, especially on wet\*\* and snow-covered\*\*\* surfaces.

Michelin has also developed a thermoactive rubber compound that is capable of remaining flexible even at negative temperatures\*\*\*\*. Together, these technologies enable the MICHELIN City Grip Winter to be fully operational as soon as the ride begins.

The MICHELIN City Grip Winter line-up offers the same handling and precision steering as the MICHELIN City Grip range. It also provides riders with comfort throughout the year, which is indispensable for people who use their scooter to get around every day. The new MICHELIN City Grip Winter is also available in the seven most popular scooter sizes (in black in the table below) so as to cover the widest possible range of needs. An eighth size (blue in the table) will also be on the market in third-quarter 2013. The tires range from 10 to 14 inches, thereby adapting to both small city scooters and GT touring scooters:

<b>3.50 - 10</b>
<b>120/70 - 12</b>
<b>120/80 - 14</b>
<b>130/70 - 12</b>
<b>140/60 - 14</b>
<b>140/70 - 14</b>
<b>150/70 - 13</b>

*\*\*In the same wet surface conditions on the same track, the MICHELIN City Grip Winter completed a lap four seconds faster than the MICHELIN City Grip. Michelin in-house test conducted with 120/70-12 & 130/70-12 size tires. Individual results may vary depending on the vehicle and test conditions.*

*\*\*\*The MICHELIN City Grip Winter provides 30% more grip than the MICHELIN City Grip (Michelin in-house test on snow-covered surfaces).*

*\*\*\*\*The thermoactive rubber compound remains effective at temperatures as low as -10°C.*

## Demanding users in a heterogeneous European regulatory environment

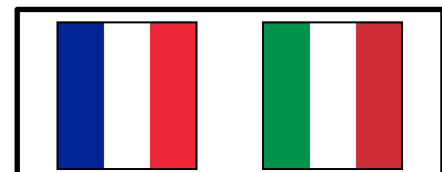
Certain European countries have made it mandatory to fit cars with specially adapted tires during the winter season. This is the case in Northern and Eastern Europe in such countries as Sweden and Romania. Other countries, like Germany, have said that cars must be fitted with appropriate, easily identifiable equipment. Still others, like France and Italy, have not for the moment passed any laws in this regard.

Thus the situation is heterogeneous, but a trend shows that, even in countries that have not passed legislation, there is growing awareness of the importance of winter tires.



Regulations in Germany, Austria and Switzerland are clear:

- “Tires must be adapted to weather conditions (ice, snow, etc.).”
- Germany and Switzerland don’t specifically define the winter season but Austria does: November 1 to April 15.
- Winter tires must be identifiable through markings (M+S or the 3PMSF – Three Peak Mountain Snow Flake – symbol) and by siped tread blocks.



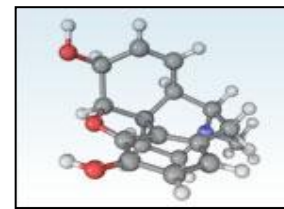
France and Italy, two of the countries with the most dynamic scooter markets in Europe, don’t have any regulations in the respect but awareness is growing of the importance of winter tires.

In this European environment, Michelin has mapped users’ behavior and expectations. One point that all countries have in common is that riders use their scooters throughout the year – mainly for commuting – and that they have little technical understanding of their vehicle. Their priorities are safety and total mileage. In short, they want to be able to count on their tires fully, in all weather conditions.

## Technical innovations that deliver enhanced safety, longevity and comfort

Delivering superior performance in three areas is possible thanks to a combination of technological innovations. In the case of the new MICHELIN City Grip Winter, these innovations involve both the rubber compound and the tread design.

### Enhanced safety a low temperatures



When temperatures drop, polymer macromolecule chains freeze, the rubber becomes hard and grip is diminished.

The thermoactive compound in the new MICHELIN City Grip Winter helps to avoid this phenomenon. Developed directly from Michelin's expertise in car tires, the rubber maintains its flexibility to  $-10^{\circ}\text{C}$ , thereby ensuring grip.

### Enhanced safety on wet and snow-covered roads

**Traction** on wet or snow-covered roads is provided by the tread, which is composed of large tread blocks and wave-shaped sipes.

**Water is effectively evacuated** thanks to two features: water wells and grooves that drain the water from the center to the exterior of the tire.



Their **M+S (Mud & Snow)** markings attest to the fact that MICHELIN tires comply with regulations in Europe countries requiring winter tires or other appropriate equipment.



## Enhanced safety on wet and snow-covered roads (cont.)

MICHELIN CityGrip



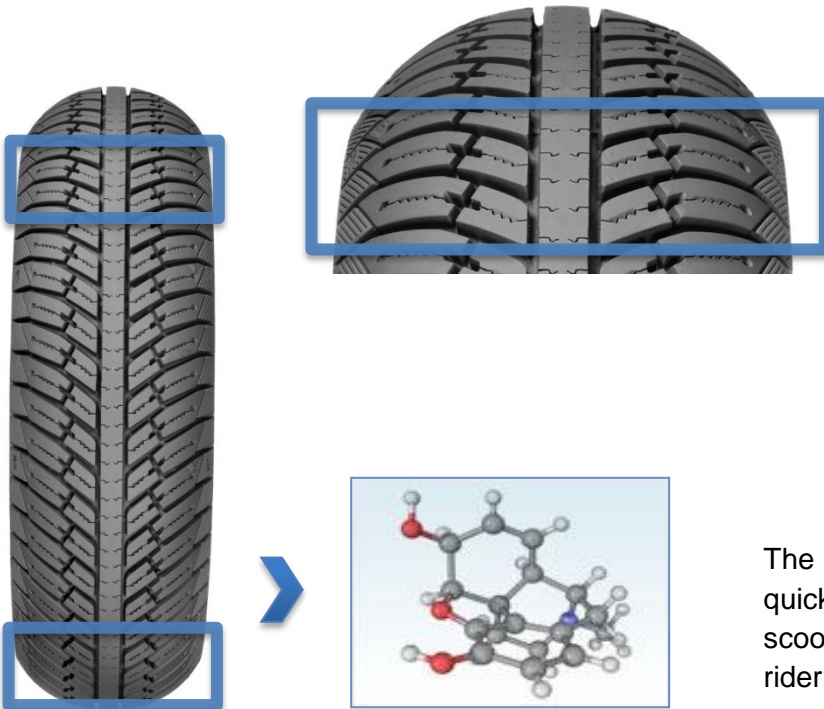
MICHELIN CityGrip Winter

In winter conditions, the new MICHELIN City Grip Winter delivers 30% more grip than the MICHELIN City Grip (*Michelin in-house tests*).

### Greater total mileage

The tread on the new MICHELIN City Grip Winter tire was designed to wear regularly. This helps to increase total mileage. The sipes that cover 90% of the surface deliver consistent performance throughout the tire's useful life.

### Greater comfort



The MICHELIN City Grip Winter line-up offers the same handling and precision steering as the MICHELIN City Grip range.

The two tire lineups have the same profile, which offers stability and precision steering. This provides ease of use, making riding more comfortable.

The thermoactive rubber heats up very quickly. The tire delivers grip as soon as the scooter takes to the road, providing the rider with peace of mind.



## **Michelin Total Performance, a global strategy for delivering more performance**

**MICHELIN Total Performance** offers a unique way of designing tires that deliver enhanced performance across the board thanks to the deployment of leading-edge technologies.

**MICHELIN Total Performance** is a strategy that leverages technological solutions to enhance performance in areas that are in theory irreconcilable.

In the world of two-wheel vehicles, safety is especially important. That's because users, who are protected only by their helmet, gloves and specially designed clothing, are directly in harm's way in the event of a loss of grip. The absolute guarantee that all safety components are fulfilling their mission can be obtained only through a constant focus on innovation by recognized experts that are leaders in their field and by production tools and processes that make it possible to deliver superior safety performance. Michelin never loses sight of this fact when developing its two-wheel vehicle tires.

The **MICHELIN Total Performance** strategy also respects natural resources. By increasing total mileage, Michelin uses fewer raw materials, which means that Michelin two-wheel tires are more environmentally friendly.

That's why Michelin never focuses on just one area but is passionately dedicated to constantly and simultaneously improving tire performance across the board.

In the case of the new MICHELIN City Grip Winter, the **MICHELIN Total Performance** strategy is reflected through a combination of three key qualities:

- Safety, thanks to the grip provided on wet, dry, cold or snow-covered surfaces.
- Total mileage, with consistent performance throughout the tire's useful life.
- Comfort thanks to its ease of use and handling and the fact that the rubber compound heats up quickly.



## Six facts about MICHELIN motorized two-wheel vehicle tires

Everywhere around the world, the Group uses **one and only one** brand for all its two-wheel motor vehicles tires. For all motorcycles or scooters, whether powerful sports bikes exclusively for track use, all-terrain bikes or 50cc motorcycles, all the Group's tires display the MICHELIN brand. Whatever the climate, the bike or the type of use, riders will find a MICHELIN tire that meets their needs. The Group even takes into account users' budgets to offer a product portfolio with something to meet every need and that includes latest-generation tires alongside older models that also integrate advanced technologies.

The **entire** MICHELIN road motorcycle tire line-up is less than two years old.

To structure its worldwide motorcycle tire offering, Michelin has defined **five major types** of use that depend on five types of surface. There are tires for the track, for the road, for city streets, for trails and for off-road use.

Michelin is simultaneously bringing to market **seven new tires** in 2013 for scooters, sports models, roadsters, trail bikes, and small and mid-size motorcycles.

Over the years, Michelin has developed **six leading-edge technologies** that are found in different combinations – depending on user needs – on all its 2013 tires.

These new products can equip **18 families** of two-wheel motor vehicles. This means nearly all existing categories including track bikes, hypersport models, sports motorcycles, touring bikes, roadsters, customized models and cruisers, small and medium-size city motorcycles, trail and motocross bikes, endurance motorcycles, recreational trail bikes, rally motorcycles and trial bikes, as well as large, city, retro and 50-cc scooters.

## **Research & Development programs focused solely on two-wheel motor vehicles**

**12,000**

The number of hours of simulation calculations carried out for motorcycle tires in one year.

**18 to 24**

The number of months needed to develop a motorcycle tire.

**450**

The approximate number of innovative motorcycle tire prototypes designed each year by Michelin.

**500**

The average number of tests carried out each year by a single Michelin test rider.

**1,000**

The number of people who work in the Two-Wheel Product Line.

**150**

The number of components used in the manufacture of a motorcycle tire.

**The research and development programs dedicated to the Two Wheel Product Line are a special part of the Michelin Group's R&D department. The department is a vast structure and a cornerstone of Michelin, which has based its strategy on its ability to leverage its capacity for innovation to create competitively differentiated tires.**

### **The Michelin Group's Research and Development commitment, in six figures**

**622**

The amount, in millions of euros, allocated by Michelin every year to its Research and Development Department.

**1**

There is only one Michelin Technology Center. It is global in scope, with three facilities on three continents: North America, Asia and Europe.

**6,600**

The number of people around the world that work in Michelin's research and development programs. They are based in 25 facilities on three continents.

**350**

The number of different professions involved in the R&D process. These include researchers, engineers, developers, testers and technicians.

**1.5**

The number of measurements, in millions, performed each year in Michelin laboratories on materials and semi-finished products (rubber compounds and metal/textile fabrics).

**1.8**

The number of kilometers, in billions, driven every year in endurance tests across all tire segments, including cars, trucks, motorcycles, and earthmover equipment.

**The Ladoux center, Michelin's main R&D facility, where motorcycle tires are born**

**3,300**

The number of people who work on the site, near Clermont-Ferrand. They account for more than half of all R&D team members.

**450**

The site's total area, in hectares, including 380 hectares of testing grounds.

**79**

The number of buildings on the site, which have a total surface area of 169,400 square meters.

**19**

The number of test tracks on the site, for a total length of 41 kilometers.

**1965**

The year the Ladoux site was founded.

Operations carried out in the research and development laboratories include:

- In-depth technical studies to better understand customer needs and tire performance
- Design of tire component materials
- Tire design
- Manufacture of prototype rubber compounds
- Design and production of prototype curing molds
- Manufacture of prototype tires
- Trials, measurements and tests on both track and machines
- Vehicle logistics and maintenance
- Simulation, analysis and measurement operations

## Michelin Group: Milestones

For more than a century, MICHELIN has dedicated all its expertise and innovation to enhancing mobility for motorists around the world.

**1889:** Founding of **Michelin et Cie**.

**1891:** Michelin files its first patents for removable and reparable tires.

**1895:** Michelin introduces Éclair, the first car fitted with pneumatic tires.

**1898:** Birth of **Bibendum**, the Michelin Man.

**1900:** First **Michelin Guide** published.

**1905:** Introduction of the “**semelle Michelin**” tread with hobnails to improve tire grip and durability.

**1910:** First 1/200,000-scale Michelin **road map** published.

**1913:** Michelin invents the **removable steel wheel**.

**1923:** First **low-pressure car tire** (2.5 bar).

**1926:** Michelin creates its first **Green Guide for tourists**.

**1930:** Michelin files a patent for the **integrated tube tire**.

**1938:** Michelin introduces **Metalic, the first truck tire with a steel casing**.

**1946:** Michelin invents the **radial tire**.

**1959:** Michelin introduces the first radial tire for earthmovers.

**1979:** The Michelin radial tire wins the Formula 1 championship.

**1981:** The MICHELIN Air X is the first radial aircraft tire.

**1989:** Michelin launches the first online travel itinerary service, on France's Minitel teletext network.

**1992:** Launch of the fuel-efficient MICHELIN ENERGY™ tire.

**1993:** Michelin invents the new C3M tire manufacturing process.

**1995:** The US space shuttle lands on MICHELIN tires.

**1996:** Michelin invents the vertically anchored PAX System tire.

**1998:** The first Michelin Challenge Bibendum, the leading international clean vehicle event.

**1998:** The Michelin Man's 100th birthday.

**2000:** Michelin Man voted best logo of all time by an international jury.

**2001:** Michelin brings to market the world's largest earthmover tire.

**2003:** Launch of MICHELIN brand automotive accessories.

**2004:** New corporate signature introduced: “**Michelin, a better way forward.**”

**2004:** **Launch of the MICHELIN XeoBib**, the first agricultural tire that operates at a constant low pressure.

**2004:** **First Michelin ExelAgri dealer certifications awarded.**

**2006:** Michelin revolutionizes truck tires with MICHELIN Durable Technologies.

**2007:** Launch of the new MICHELIN ENERGY™ Saver tire, which reduces fuel consumption by nearly 0.2 liters per 100 kilometers, thereby lowering carbon emissions by almost 4 grams per kilometer.

**2009:** 100th edition of the MICHELIN guide France.

**2010:** Market launch of the MICHELIN Pilot Sport 3 and MICHELIN Pilot Super Sport tires.

**2011:** Introduction of the MICHELIN Pilot Road 3, the first dual-compound tire with sipes

**2012:** European launch of the new MICHELIN ENERGY™ Saver+ and MICHELIN Agilis+ tires.

**2013:** Worldwide launch of seven new MICHELIN motorcycle tires

## Michelin Group: Key Figures

<b>Founded:</b>	1889
<b>Production base:</b>	69 production sites in 18 countries
<b>Number of employees:</b>	113,400 worldwide at December 31, 2012
<b>Research and development:</b>	More than 6,600 researchers working in 25 facilities on three continents: North America, Europe and Asia
<b>2012 R&amp;D budget:</b>	<b>€622 million, up 5.1% over 2011</b>
<b>Annual output:</b>	166 million tires produced, over 10 million maps and guides sold in more than 170 countries, and 970 million itineraries calculated by ViaMichelin
<b>2012 net sales:</b>	€21.5 billion



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