

## Press Kit

### The MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> 80 and 65 series (315/80 R 22.5 and 385/65 R 22.5)

A new offering for long-haul tractor-trailer rigs



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# The MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> 80 and 65 series

## Key points

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The new range of MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> long-haul tires has been expanded to include new sizes.

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The 315/80 R 22.5 tire is now available for the drive axle (D) and for “all positions” (Z), as well as a new 385/65 R 22.5 tire for trailers. This comprehensive offering extends the lineup of 315/70 R 22.5 and 385/55 R 22.5 tires brought to market in early 2013.

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Michelin is responding to market demand by extending its offer to serve more truckers, who will be able to enjoy all the benefits of this benchmark range whose efficiency has been recognized by TÜV Automotive Sud, an independent certification organization.

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The fuel savings observed by TÜV can be as much as 1.84 liters per 100 km compared with the least efficient competitor and stands at 1.2 liters compared with the market’s average premium offering.

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This means that operators can reduce operating expenses by more than €1,700 a year by optimizing their tire management solution. Michelin is thus making an essential contribution to optimizing the total cost of tire ownership for truckers.

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With the MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> range, the tiremaker’s third generation of fuel-efficient truck tires, Michelin wanted to make long-haul trucking companies more profitable while leveraging its technology to enable ever more efficient mobility. Trucking companies expect tire manufacturers to help them do their job safely even as they lower the total cost of ownership through fuel savings obtained by reducing rolling resistance and increasing tire longevity thanks to its “multi-life” strategy. That’s why the name MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> range represents a major step forward for truckers.

A new offering for tractor-trailer rigs is now available. It comprises 315/80 R 22.5-size tires for drive axles (D) and all positions (Z), as well as 385/65 R 22.5 tires for trailers. The new sizes extend the ranges of 315/70 R 22.5 and 385/55 R 22.5 tires brought to market in early 2013.

By expanding its lineup, Michelin is making the benefits of the MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> range available to more truckers. In addition, the new offering for tractor-trailer rigs allows Michelin to do even more to enhance the efficiency of the trucking industry. The 315/80 R 22.5 and 385/65 R 22.5-size tires are especially important in the replacement market, where the standard tractor-trailer rig is still strongly represented, as well as in certain regions like Southern Europe where rigs are still in the majority. With this strategy, Michelin has demonstrated once again its attentiveness to truckers and the ability to rapidly deploy its innovations so that all trucking companies can benefit from real savings and an optimized total cost of ownership.

### Generating real savings

Extremely demanding test procedures have enabled Michelin to confirm that the MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> 80 and 65 series reduce fuel consumption by an average of 0.4 liters per 100 km on average over the tire’s initial life cycle and up to 0.7 liters when the tire is new, compared with the same-size previous-generation tires.

Equally strict procedures applied this time by TÜV Automotive Sud, an independent certification organization, showed that when compared with other premium-brand truck tires, the MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> 70 and 55 series tires generated fuel savings of up to 1.84 liters per 100 km (7.9%) versus the least fuel-efficient competitor, and 1.2 liters per 100 km (5.2%) compared with the average of its four main rivals. This means that operators can reduce operating expenses by more than €1,700 a year by optimizing their tire management solution.

For operators, however, the gain in total cost of ownership extends beyond fuel-savings. Michelin has been attentive to increasing tire life so that they can provide truckers with the same services over a longer time period. Compared with same-size tires in the previous-generation MICHELIN X Energy SaverGreen lineup, the new MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> 80 and 65 series tires last up to 5% longer for drive axle tires and 14% for tractor tires.

These total cost of ownership gains are crucial at a time when a trucking company's fuel budget is higher than the budget for driver salaries. Truckers' profits have reached a critical point in a number of situations, to the extent that 25% of freight companies could be in danger by 2015. Given these conditions, a clear understanding of tire-related challenges truly represents the best investment.

### More performance in the same tire

The new lineup of MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> 80 and 65 series tires provide truckers with enhanced performance by integrating the full range of Michelin's technology.

- **Enhanced safety and mobility.** The MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> D has obtained Three Peak Snow Flake Mountain (3PMSF) certification, attesting to its ability to deliver traction on snow-covered surfaces. It is the only tire in this segment to have obtained this certification.
- **Greater savings.** Outstanding energy efficiency with, a B ranking (in the European tire labeling system) in rolling resistance for the 315/80 R 22.5 tire and an A ranking for the 385/65 R 22.5 tire.
- **Superior environmental performance.** With 69 decibels for the 315/80 R 22.5 tire and 70 decibels for the 385/65 R 22.5 tire, the MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> is the quietest tire in its segment and has been awarded a single wave according to the European tire labeling criteria. The new MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> tire is manufactured in Michelin plants in Europe, all of which have been certified ISO 14001, and in full compliance with the strictest environmental standards.
- **More profitable.** In line with its "multi-life" strategy the MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> can be retreaded and regrooved. Available with MICHELIN Remix technology in 2015, the range will deliver the performance of a new tire without requiring a new casing and will enable further fuel-savings once it is regrooved.

### Cutting-edge technology

The new range of MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> 80 and 65 series integrate the full range of innovative MICHELIN Durable Technologies featured in the initial 70 and 55 series tires in the tractor-trailer rig offering. These include:

- A new-generation Energy Flex 2 casing that reduces fuel consumption over the tire's full life by limiting heat build-up due to the repeated flexing of the tire when in use, in Z and D positions.

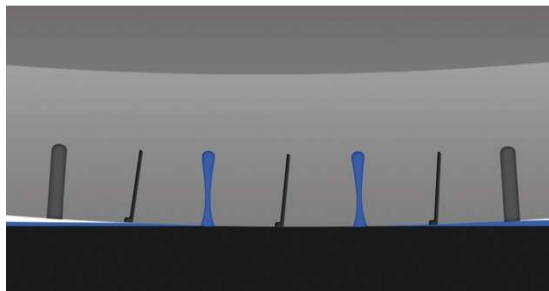
- A five-rib tread design for maximal grip in Z and D positions.



- A wider tread on the shoulder for greater longevity and superior braking performance.
- Shoulder grooves for better traction.



- The TowerPump sipe, which improves grip and tear-resistance in extreme conditions of use.



- The Delta sipe, which reduces braking distances on dry surfaces and improves road-holding when cornering on low-adherence pavement while also increasing drive-axle grip.



### **The long-haul trucker's best friend**

With this new tractor-trailer rig offer, the MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> tire lineup has established itself as the indispensable partner of truckers who want to make their long-haul trucking business more profitable.

This new tire range owes its efficiency to the full range of the Michelin Group's expertise and to an in-depth study of the road conditions faced by long-haul truckers. The lineup delivers its full potential when used intensively (more than 110,000 km a year) on trucks that make few stops (fewer than three a day) and are driven at high speeds (over 70 km/h). Michelin encourages truckers to use telematics

systems get the most out of their tires and may suggest solutions as part of a mobility-assistance services package.

The new range of MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> 80 and 65 series tires will be available as original equipment on several vehicles manufactured by the Volvo Group.

The 315/80 R 22.5-size tires are available in March 2014.

The 385/65 R 22.5-size tires will be available in September 2014.

### **A new digital media strategy**

Michelin is getting closer to the user community with a new digital strategy. This year, five truck drivers from five different European countries will be offered to fit MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> tyres and share their driving experience with the drivers community.



More information on:

**<http://transport.michelin.fr/Pages/Energise-the-Road>**

## 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**.
- 1952:** Michelin invents the **radial Truck 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.
- 2005:** Michelin provides tires for the new Airbus A-380 aircraft – Launch of the MICHELIN Power Race, the first dual-compound racing tire approved for road use.
- 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.
- 2012:** Launch of the MICHELIN Primacy 3 tire in Europe.
- 2012:** Market launch of the new MICHELIN X® LINE ENERGY™ long-haul truck tire.

## Michelin Group: Key figures

<b>Founded:</b>	1889
<b>Production base:</b>	67 production sites in 17 countries
<b>Number of employees:</b>	111,200 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>2013 R&amp;D budget:</b>	More than <b>€600 million</b>
<b>Annual output:</b>	171 million tires produced, over 13 million maps and guides sold in more than 170 countries, and 1.2 billion itineraries calculated by ViaMichelin
<b>2013 net sales:</b>	€20.2 billion

**A wide brand portfolio to cover all markets and mobility needs :** MICHELIN, BFGoodrich, KLEBER, UNIROYAL, WARRIOR, Kormoran, RIKEN, TAURUS, TIGAR, Pneu Laurent, Recamic, MICHELIN Remix,

**More than 3500 integrated and franchise sell points in 29 countries:** Euromaster in Europe and TCi in the USA ; TyrePlus in Asia, Middle-East, Russia, Australia and Mexico ; Michelin Commercial Service Network in the USA ; Michelin Truck Service Center for Trucks in Asia, Middle-East and Algeria.