

# PRESS INFORMATION

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## 4 minutes to discover the new Michelin CrossClimate tire



### Key findings in 45 sec

**A turning point in history ... In May 2015, Michelin will launch onto the European markets, MICHELIN CrossClimate, the first summer tire with winter certification.**

**The new MICHELIN CrossClimate is the fusion of summer and winter tire technology. Technologies which until now were thought to be incompatible.**

The MICHELIN CrossClimate is an innovative tire as it adapts to different climatic situations. It is the only tire which combines the advantages of summer tires and winter tires.

- It brakes in short distances on dry ground.
- It has the best grade of "A", defined by the European label for wet braking.
- It is approved for winter use, identifiable by the logo 3PMSF (3-Peak Mountain with Snow Flake - symbol of a mountain with three peaks at a snowflake symbol on the sidewall of the tire), indicating its ability to be used in winter, including in countries where fitting winter tires is a legal requirement.

The new tire MICHELIN CrossClimate adds to this performance, those that are the signature of MICHELIN tires: mileage performance, energy efficiency and comfort. This tire will be available in addition to the existing catalog of Michelin summer and winter tire ranges. The latter of which remain important in certain markets and under certain conditions.



## All about tech in only 1 min 15 sec

The performance of the new MICHELIN CrossClimate results from the combination of three technologies:

1. **An innovative tread compound:** Firstly the tread area is extremely supple and increases the ability of the compound to adhere to the slightest roughness of the road surface under all conditions (dry, wet, snow). Secondly, a new undertread optimizes the energy efficiency of the tire by reducing heat generation. Michelin's engineers have reduced this heat build-up due to the use of the latest generation of silica which is introduced into the rubber mix, and thus managed to improve the fuel efficiency of the MICHELIN CrossClimate.

2. **The combination of a unique V tread pattern with new 3D interlocking sipes.**

**This unique V tread pattern, with an evolutionary angle**, optimizes grip on snow:

- Laterally, due to the angle of the central area of the tread
- Longitudinally, due to the angle being more flared in the shoulder areas

3. **This V tread pattern** is combined with new **self-blocking 3D sipes**: ultra-wavy, variable thickness and with complex geometry, these full depth sipes produce a claw effect on snow and thus increase traction.

The vertical and lateral undulations provide the self-blocking function. That is to say, they bind themselves together for greater rigidity of the tread blocks. This results in improved stability of the tire, whatever forces it faces: longitudinal force when braking and accelerating and lateral force when cornering. As a result, driving precision and general dry weather performance are improved. With this combination of advanced technologies, the overall rigidity of the tread is enhanced which not only improves driving precision on dry ground but also maximizes tire life.

This blend of advanced technology, plus the presence of EverGrip™ technology in the shoulder, delivers excellent performance on snow, precision in the dry, and longevity.

**The innovative combination of bevelled-edged tread blocks with high performance sipes** ensures optimum contact with the road surface to improve dry braking performance. With this innovative design, Michelin also combines the addition of these bevelled corners with complex and full-depth sipes for excellent braking and traction on snow.



## From road usage to innovative strategy in only 1 min 15 sec

To design this innovative tire, Michelin has used its understanding of the behavior of motorists in the heart of the development process. Michelin's goal is to provide the most suitable tire for every application and every type of driving. The approach to achieve this is done in three stages:

1. **Understanding.** Motorists face in their everyday life, unexpected weather changes, rain, snow and temperature drops. The solutions they have today or the attitudes they adopt do not satisfy them fully. Thus, according to the studies conducted by Michelin, it appears that:
  - **65% of European motorists** use summer tires all year, jeopardizing their safety in cold weather, snow and ice. These figures are 20% in Germany, where regulations require winter tires to be fitted in winter conditions, and 76% in France, where there is no regulatory constraints (*Source GFK - Study European consumers behaviors - 2014*).
  - **4 in 10 European motorists** consider the seasonal tire change is a constraint and leave it until the very last moment to change (*Source Ipsos - Purchasing Behaviors tires Winter 2014/2015*). For those who cannot or do not accept the cost and inconvenience, they refuse to put winter tires on their cars in winter.
  - **3% of drivers in Germany and 7% of drivers in France** use their winter tires all year, compromising dry braking, particularly in warm weather and increasing fuel consumption.
2. **Innovate.** Innovation allows Michelin to achieve the perfect balance between advanced technology and use. Each year, Michelin invests more than 640 million euros in its R & D activities, carries out 75,000 tests among its users around the world and surveys around 11,000 tire buyers.
3. **Deliver.** The new MICHELIN CrossClimate meets an ongoing need for safety and mobility.

Upon its commercial launch **in May 2015**, the MICHELIN CrossClimate will be available in 23 different sizes from 15 to 17 inches which covers 70% of the European market. Further sizes are scheduled for 2016.

The new MICHELIN CrossClimate delivers all its safety performance with simplicity and economy. The motorist can drive throughout the year, regardless of weather variations, with only one tire: MICHELIN CrossClimate.



## Key numbers in 45 sec

### Development background of the MICHELIN CrossClimate in 6 figures

#### ✓ 7

The number of countries in which the tire has been tested: Germany, Canada, Finland, France, Poland, Spain and Sweden.

#### ✓ 36

The number of months that the tire took to design, from a blank sheet of paper to the press launch of the tire, on March 2, 2015. It only took 3 years of development when, in a more regular schedule, 4 years and 8 months are required. The development time of the new MICHELIN CrossClimate was 1.5 times faster than other car tires.

#### ✓ 70

The number of degrees Celsius that the temperature range of tests were conducted over. The tests were carried out with external temperatures ranging from -30 ° C to + 40 ° C.

#### ✓ 150

The number of engineers and experts who have worked on the design, testing, industrialization and manufacture of the MICHELIN CrossClimate.

#### ✓ More than 1000

The number of laboratory tests done on materials, tread and casing.

#### ✓ 5,000,000

The number of kilometers traveled during the dynamic, wear and endurance tests. This is 125 times around the earth, at the equator.

### For all Press releases, photos and videos

[michel.in/crossclimate/press](http://michel.in/crossclimate/press)

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