

MICHELIN'S NEW
HYPERSPORT
AND ***TRACK TYRE***
RANGES

***DESIGNED
TO SET LAP
TIMES
TUMBLING!***



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michel.in/1aCyKkv

<https://www.youtube.com/user/michelinpassion>
https://www.facebook.com/MichelinMotorcycle.FR?brand_redir=829656213773924

AN EMPHASIS ON INNOVATION

MICHELIN, WHICH WILL BECOME THE OFFICIAL TYRE SUPPLIER TO TEAMS COMPETING IN THE MOTOGPTM WORLD CHAMPIONSHIP FROM 2016, CELEBRATES ITS RETURN TO TOP FLIGHT BIKE RACING WITH THE LAUNCH THIS YEAR OF SIX NEW HYPERSPORT AND TRACK TYRES FOR FOUR DISTINCT TYPES OF USE.

MICHELIN Power SuperMoto, MICHELIN Power Slick Ultimate, MICHELIN Power Cup Ultimate, MICHELIN Power Slick Evo, MICHELIN Power Cup Evo and MICHELIN Power SuperSport Evo encapsulate the innovations and technologies that allow Michelin to offer highly demanding users top levels of performance and safety.

These ranges, which target experienced racers and amateurs looking to bring down their lap times, have been overhauled in depth.

They are the fruit of three years' work in close collaboration with experts from Michelin Motorsport and notably incorporate Michelin's racing expertise in the field of compounds. Their development called extensively on Michelin Motorsport's input during the testing phase to which a broad panel of experienced riders also contributed.

The challenge was to consolidate into **four families of "very high performance" tyres** the requirements of as many types of use in extreme conditions. A complex undertaking when this means avoiding the pitfall of a tyre that is efficient but sometimes difficult to get used to. A tricky approach when it meant translating the feeling perceived on the machine into technical solutions able to enhance the confidence of the racer. Refined analysis of our understanding of usage and every facet of user impressions, as well as the lessons learned directly from racing, have made this new range possible.

The high expectations for this segment come together in the Michelin "Hypersport" and "Track" ranges. They bring not only very advanced technological expertise, but

also the objective of some of these tyres is to simplify their use and handling ability. For example, for the **MICHELIN Power Slick Evo** and **MICHELIN Power Cup Evo** ranges **there is only one highly-versatile rubber compound** that now replaces the three different versions necessary up to now. The innovative MICHELIN ACT ("Adaptive Casing Technology") has made a significant contribution to this breakthrough.

To ensure a good level of service and advice, the **MICHELIN Power Slick Ultimate** and **MICHELIN Power Cup Ultimate** ranges are to be sold via a specialist distribution network by the Motorsport Department. Intended for top racers, these two ranges call for dedicated assistance and support. The other ranges, however, will be sold by dealers throughout the world.

For Michelin, sharing its passion for the track and racing with its consumers cannot be restricted to bringing out one or more ranges. The marketing of new ranges in 2015 will form part of a more global approach, aimed at assisting consumers before, during and after their experience on the track. Recommendations and advice, greater presence on tracks, work with professional racer coaches, performance measurement tools and MICHELIN Moto Challenge are all plus points to enable all racers to take their passion to the limits on the track alongside Michelin.



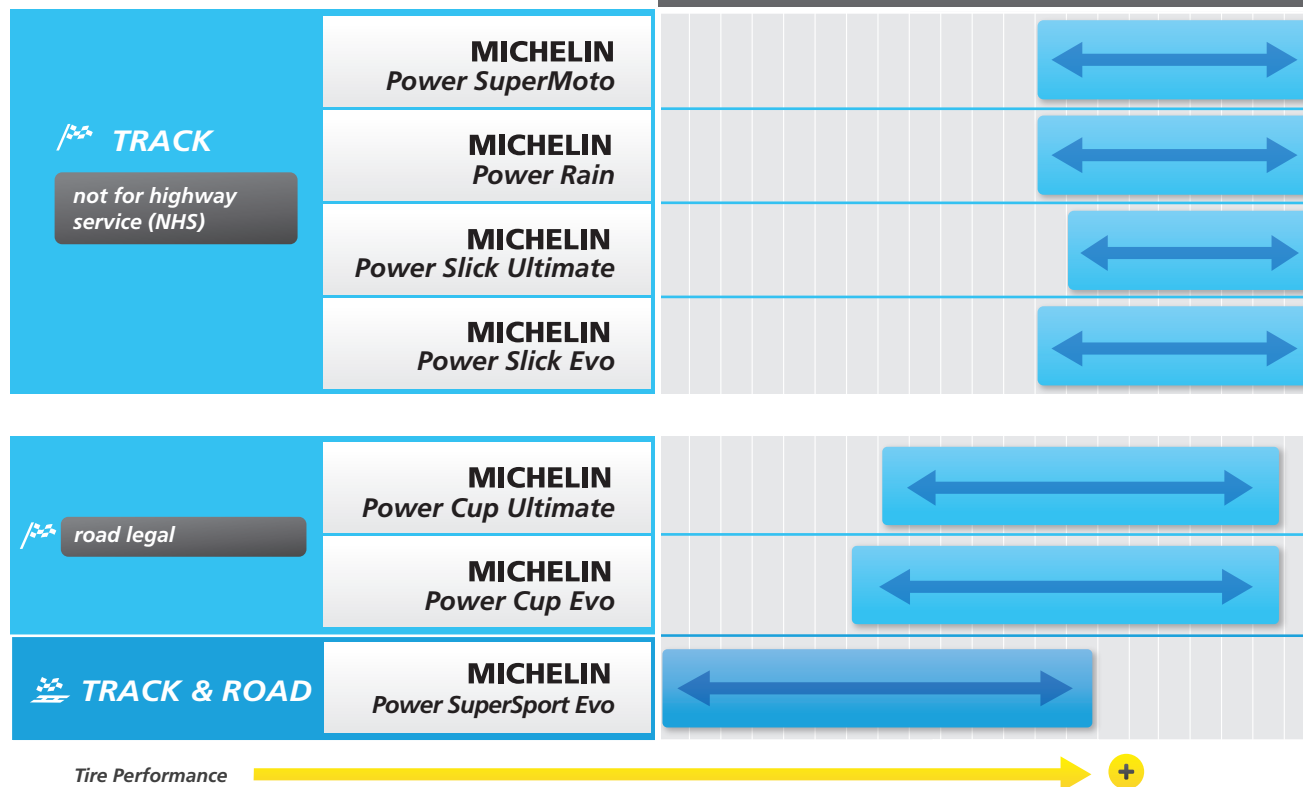
TYRE RANGES HONED FOR TRACK USE

MORE THAN EVER, MICHELIN'S SIX LATEST-GENERATION TYRES ARE TAILORED TO THE SPECIFIC DEMANDS OF TRACK USE

With its six brand-new ranges of tyres – the **MICHELIN Power SuperMoto**, **MICHELIN Power Slick Ultimate**, **MICHELIN Power Cup Ultimate**, **MICHELIN Power Slick Evo**, **MICHELIN Power Cup Evo** and **MICHELIN Power SuperSport Evo** – designed to meet the demands of all racers, from professionals taking part in races to

amateurs on “track days”, Michelin has transformed practically its entire track offering. It includes the latest leading-edge technology derived from racing and R&D to offer ever-increasing safety, top performance and riding pleasure.

From the **Power SuperSport Evo**, the road-legal range, to the **Power Slick Ultimate** totally dedicated to track use, there is the right tyre for the right use for every rider.



MICHELIN Total Performance

With their added safety, performance and riding pleasure, these new ranges tangibly reflect the MICHELIN Total Performance strategy.

This strategy consists in taking forward all the factors that influence tyre performance simultaneously, even those which some may believe to be contradictory.

It is an approach that calls for a combination of advanced technologies, extensive testing capacity and appropriate production techniques.

Michelin has succeeded in rising to this challenge thanks to its unique know-how and an annual research and development budget of more than €600 million.

In the world of two-wheel vehicles alone, Michelin's development experts produce 450 prototypes and carry out some 12,000 hours of calculation work every year.

SIX NEW TYRES FOR FOUR DISTINCT TYPES OF USE

WHEN IT CAME TO DESIGNING ITS NEW RANGES FOR 2015, MICHELIN'S OBJECTIVE WAS TO OPTIMISE AND SPEED UP THE AVAILABILITY OF THE TECHNOLOGIES DEVELOPED FOR RACING IN ORDER TO ALLOW BIKERS TO BENEFIT FROM THE LATEST INNOVATIONS AS QUICKLY AS POSSIBLE.

WHENEVER A NEW TECHNOLOGY BRED IN RACING IS JUDGED TO BE OF INTEREST TO THE MARKET, IT IS FIRST TESTED IN RACING OVER A PERIOD OF ONE TO TWO YEARS BEFORE GOING ON TO THE DEVELOPMENT PHASE.

This approach is materialised in the **2015 Hypersport and Track offering** which makes innovation available to all riders, **offering a tailored response to every type of use and riding ability.**



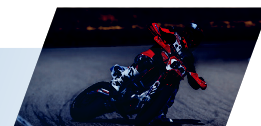
POWER SuperMoto
POWER Slick Evo
POWER Cup Evo
POWER Super

THE MICHELIN **POWER SUPERMOTO**

AN AFFORDABLE TYRE WITH WORLD TITLE-WINNING CREDENTIALS



MICHELIN

POWER SuperMoto

Backed by Michelin's Supermotard World Championship success in 2014, this range was developed in close collaboration with the cream of the discipline's stars. After pioneering 16.5-inch tyres, Michelin's new 16-inch line-up combines with new compounds to deliver remarkable gains in terms of agility, feedback from the front tyre, grip and durability.

In addition to its outstanding grip, the **MICHELIN Power SuperMoto Rain** that has been designed for wet conditions features a tread pattern designed to maximise water clearance capacity. It can also be used across a wide range of temperatures.

MICHELIN
POWER SuperMoto Rain


	Size	TL/TT	Version
FRONT	12/60 - 17	TL	P18B
	12/60 - 17	TL	17B
	12/60 - 17	TL	29B
	120/80 - 16	TL	A
	120/80 - 16	TL	B
	120/75 R 16.5	TL	A
	120/75 R 16.5	TL	B
	120/75 R 16.5	TL	Rain

	Size	TL/TT	Version
REAR	160/60 R 17	TL	B
	160/60 R 17	TL	C
	160/60 R 17	TL	Rain

Versions :

9 : Soft Compound

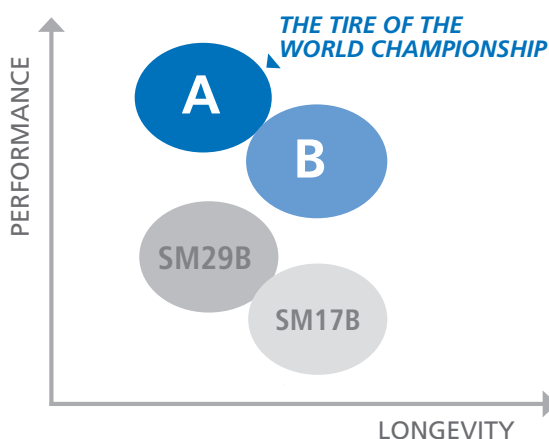
17 : Medium Compound

18 : Wet Compound

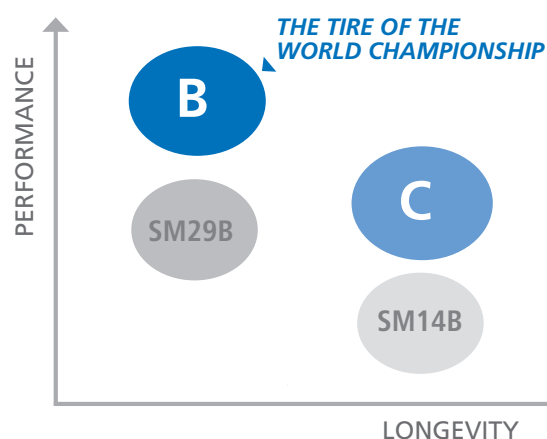
MICHELIN **POWER** SuperMoto

DIFFERENT VERSIONS

FRONT TYRES

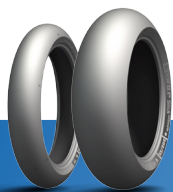


REAR TYRES



THE MICHELIN **POWER SLICK ULTIMATE** AND THE MICHELIN **POWER CUP ULTIMATE**

TYRES THAT GET YOU WINNING!



MICHELIN

POWER Slick *Ultimate*



The MICHELIN Power Slick Ultimate range was developed for experienced riders looking to set quick lap times. It benefits directly from the latest racing-developed technological breakthroughs. Its grip on dry surfaces is exceptional and it is extremely easy to master.

The front tyre, which features a new construction and compound, ensures impressive, reassuring cornering precision, not to mention enhanced grip under braking. The rear provides maximum grip under acceleration in addition to outstanding longevity.

The range includes a choice of two versions for the front tyre (a medium/B compound and a harder/C alternative), plus three options for the rear tyre (soft/A-medium/B-hard/C) depending on track temperature and layout.

The particularly competitive MICHELIN Power Slick Ultimate range is perfectly suited to track racing. This season, for example, it is the tyre used by all competitors in the Spanish CEV championship, a fiercely-contested series which has seen Michelin enjoy an unbroken run of five titles since 2010.

For the range's launch, the size of the rear tyre is 200/55R17, the exclusive race fitment for 1,000cc bikes (front: 120/70R17).

	Size	Version		Size	Version
FRONT	120/70-17	B	REAR	200/55-17	A
	120/70-17	C		200/55-17	B
				200/55-17	C



MICHELIN

POWER Cup *Ultimate*



Designed for track use, the MICHELIN Power Cup Ultimate is the treaded, road-legal version of the MICHELIN Power Slick Ultimate, but with genuine sporting credentials. It, too, is designed for faster riders and features the same performance-enhancing evolutions as the Power Slick Ultimate.

The range features a single version of the front tyre (medium/B) and a choice of three versions for the rear tyres (A, B and C) depending on track temperature and the demands made by the track.

For the range's launch, the size of the rear tyre is 190/55R17, the chief race fitment for 600cc bikes (front: 120/70R17).

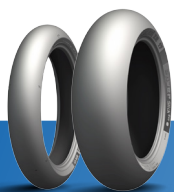
	Size	Version		Size	Version
FRONT	120/70 ZR 17	B	REAR	190/55 ZR 17	A
				190/55 ZR 17	B
				190/55 ZR 17	C



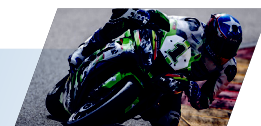
The Power Slick Ultimate and the Power Cup Ultimate are only available from approved MICHELIN Motorsport dealers.

THE MICHELIN **POWER CUP EVO** AND THE MICHELIN **POWER SLICK EVO**

THE TYRE FOR TRACK DAYS AND WEEKEND RACERS



MICHELIN **POWER Slick** ^{Evo}



This road-legal tyre has the same characteristics as the MICHELIN Power Slick Evo with the same advantages – however, the front profile is slightly different to offer

greater handling ability. Its ZR speed index authorises a maximum speed of 300 kph. It will give a constant level of performance throughout a weekend.

FRONT	Size		TL/TT
	120/70 R 17		TL

REAR	Size		TL/TT
	190/55 R 17		TL
	200/55 R 17		TL



MICHELIN **POWER Cup** ^{Evo}



A version of the Ultimate range, this is the tyre for weekend racers and track days. It features the new MICHELIN ACT technology and a new, extremely versatile rubber compound (only one compound per

size), it is easy to handle and allows riders to make often difficult choices linked to weather conditions or the type of track.

FRONT	Size		TL/TT
	120/70 ZR 17	58 (W)	TL

REAR	Size		TL/TT
	180/55 ZR 17	73 (W)	TL
	190/55 ZR 17	75 (W)	TL
	200/55 ZR 17	78 (W)	TL



THE MICHELIN **POWER SUPER SPORT EVO**

THE REASSURING HYPERSPORT TYRE



MICHELIN

POWER SuperSport *Evo*



Track performance, grip on dry and wet surfaces and greater handling ability, this 50% track and 50% road tyre is at ease both on road and track.

A new rubber compound associated with the new MICHELIN ACT technology gives this tyre excellent performance on both dry and wet surfaces, at the same time offering excellent longevity.

Thanks to MICHELIN 2CT on the front and MICHELIN 2CT+ on the rear, the MICHELIN Power SuperSport Evo offers

excellent grip on dry roads and wet roads alike. Thus, the tests conducted in 2014 on the Issoire and Cartagena tracks showed that it was two seconds a lap faster in the dry than its predecessor.

Its adaptable "low-pressure" carcass gives it an increased ground contact surface, giving greater grip and performance on the track.

A new size is available in this range, the 180/60 ZR17, for fitment on the Ducati's 899 Panigale and Streetfighter 848.

FRONT	Size			TL/TT
	120/70 ZR 17	58	(W)	TL

REAR	Size			TL/TT
	180/55 ZR 17	73	(W)	TL
	180/60 ZR 17	75	(W)	TL
	190/50 ZR 17	73	(W)	TL
	190/55 ZR 17	75	(W)	TL
	200/55 ZR 17	78	(W)	TL



INNOVATION: MICHELIN ACT (ADAPTIVE CASING TECHNOLOGY)

THE BRAND NEW MICHELIN-DEVELOPED **ADAPTIVE CASING TECHNOLOGY (ACT)** PROVIDES TYRES WITH APPRECIABLE EXTRA STABILITY AND COMBATS THE PHENOMENON OF WEAVE AT HIGH SPEEDS WHICH CAN LEAD TO A SENSATION OF BEING UNSAFE.

In a major step forward, the specific design of the casing means that its rigidity varies depending on the angle of lean.

This is achieved by no longer laying the casing plies symmetrically but by laying the first at an angle of 70 degrees and the second at an angle of 90 degrees. Thanks to this smaller difference of angle, the crown flexes more. At the same time, the first ply overlaps the beads and, as it folds underneath the sides, forms a sandwich with the second ply. In this way, the sides – and only the sides – are effectively made up of three plies which form a triangulated structure that resists deformation. The bottom line is enhanced stability from the more flexible crown combined with minimised cornering drift due to the rigid sides.

In practice, depending on the angle of lean, the tyre has the ability to adapt to different levels of grip. The contact patch switches gradually from the flexible crown (for maximum stability in a straight line) to the increasingly rigid shoulders relative to the bike's angle of lean.

This brand-new construction system, featured in the rear tyres of the **MICHELIN Power Slick Evo**, **MICHELIN Power Cup Evo** and **MICHELIN Power SuperSport Evo** ranges, combined with more flexible front tyres with greater handling capability than previous generations, also offers the advantage of simplifying bike set-up.



DISCOVER MICHELIN ACT TECHNOLOGY



DEVELOPMENT *IN FIGURES*

**2,800**

THE NUMBER OF HOURS SPENT
ON DEVELOPMENT WORK

15

THE PROJECT TIMESCALE IN MONTHS
FROM THE 1ST PROTOTYPE TO MARKET

15

THE NUMBER OF TRACKS USED FOR TESTING,
INCLUDING THE PRESTIGIOUS MUGELLO,
MISANO, JEREZ, PORTIMAO, ETC.

25

THE NUMBER OF RACERS WHO TESTED THE NEW
RANGES ON THE TRACK INCLUDING KENNY NOYES,
SYLVAIN BARRIER AND MANUEL POGGIALI

50

LE NOMBRE DE SÉANCES DE TESTS RÉALISÉES
DANS DES CONDITIONS RÉELLES DE COURSES
ET DE TRACK DAYS

500

THE NUMBER OF TEST SESSIONS

10,000

THE WEIGHT (IN KILOGRAMS) OF THE RUBBER
COMPOUNDS TESTED

14,000

THE DISTANCE (IN KILOMETRES) COVERED
AT THE DIFFERENT CIRCUITS VISITED

300

THE NUMBER OF KNEE-SLIDERS USED
DURING TEST SESSIONS



COMPETITION BREEDING

THE ROLLOUT OF THESE SIX NEW HYPERSPORT AND TRACK TYRES IS AN ELOQUENT ILLUSTRATION OF MICHELIN'S PASSION FOR RACING AND ITS DETERMINATION TO PASS ON THE BENEFITS OF ITS ACTIVE PARTICIPATION IN MOTORSPORT TO ALL MOTORCYCLISTS.

Actively competing in motorsport has been dialled into Michelin's DNA and mind set ever since the company was founded. Racing has always been viewed as the perfect laboratory for putting new technologies through their paces in extreme conditions. This synergy between racing and the development of hypersport tyres is particularly relevant today.

With a total of 360 wins in MotoGP™, plus 26 world titles from 1976 to 2008, along with 15 Endurance World Championship crowns, 13 wins at the 24 Heures Moto (Le Mans) and 13 in the Bol d'Or, Michelin combines an unrivalled racing record with advanced expertise in the world of motorcycle tyres.

Last season (2014) was particularly successful for the French firm which took its total championship tally on two wheels to 112 world titles: including these track titles

> FIM Endurance World Championship (EWC):

five years after the title it won with Yamaha Austria Racing Team (YART), Michelin claimed its 15th EWC crown in association with Yamaha Racing GMT 94.

> Italian CIV championship:

Winner of six of the ten last races of the season, Michelin was awarded the title for the first time since 2009 with Ivan Goi (Ducati).

> FIM Supermoto World Championship:

a Michelin victory with Thomas Chareyre (TM).

> Spanish CEV championship:

Michelin, which monopolised the first five places in the overall classification, won a 5th consecutive title in the Superbike category with Kenny Noyes (Kawasaki).

The extremely close working relationship that exists between Michelin's R&D and racing experts guarantees a precise understanding of motorcycle performance engineering thanks to the combination of tests in extreme conditions, shared experience in the field, a common language and frequent debrief meetings.

Meanwhile, Michelin is gearing up for its return to MotoGP™ racing in 2016. With motorcycle racing's premier series starring bikes that develop more than 250 horsepower, it is seen as an exciting new challenge. Indeed, MotoGP™ is a continuously evolving showcase of advanced technology and is preparing to switch to 17-inch rims, the market standard for sports and road bikes. This provides Michelin with a unique opportunity to develop new technologies that will go on to feature in production tyres in the near future.



WE ARE ALL RACERS: THE TRACK – A SHARED PASSION

*WHAT MICHELIN SHARES WITH PROFESSIONAL AND AMATEUR RACERS ALIKE IS A PASSION FOR THE SPORT AND THE TRACK, THE ADRENALIN OF RACING, **A TASTE FOR CHALLENGE** AND THE AIM TO CONSTANTLY IMPROVE ITS PERFORMANCE.*

Sharing a passion for the track and racing with consumers could not therefore be limited to bringing out new ranges on the market.

Over a period of many years, Michelin has assisted and supported professional racers throughout the season. With this renewed track offering, Michelin is looking to provide its expertise to the benefit of all racers, whether track day amateurs or experienced racers.

As a result, the launch of the new tyres in 2015 comes with a more global approach to support consumers before, during and after their experience on a track.

Recommendations for use and technical advice, greater presence on tracks and collaboration with professional racing coaches, tools to measure performance or the MICHELIN Moto Challenge (only in Italy and France in 2015) – all these elements will allow beginner or experienced racers to enjoy their passion for the track to the full alongside Michelin.

This support will consist of:

- 1 The organisation of MICHELIN Track Days and Trophies throughout the world: MICHELIN Power Days, MICHELIN Ultimate Days, MICHELIN Power GPs – a host of opportunities for racers to improve their performance and benefit from all of the Group's expertise.
- 2 Technical advice and recommendations for use available on both Internet sites and tracks, thanks to greater presence by technical teams.
- 3 The creation of a community of track enthusiasts via the Internet community platform called We Are All Racers
- 4 The creation of a Regularity Challenge on European tracks in 2015 - the MICHELIN Moto Challenge. This will give bike racing amateurs an opportunity to pit themselves against other enthusiasts and thus assess their performance on the track. Major national winners will be Michelin's special guests at the 2016 Bike GP of their choice.

■ Registration for the **MICHELIN Moto Challenge** will be open on the moto.weareallracers.michelin.com website.

■ The **MICHELIN Moto Lap Timer app** is the official app for the MICHELIN Moto Challenge, developed with the creator of Harry's Lap Timer, the reference SmartPhone app for track racers. It is free to everyone taking part in the MICHELIN Moto Challenge and will enable them to:

- Record lap times for practice sessions and Challenges.
- Have all the indicators required to get close to the rider's reference times.
- Measure lean
- Classify the most regular racers at every challenge

MICHELIN MOTO CHALLENGE



THE MICHELIN GROUP

IN BRIEF



FOUNDED

1889

PRODUCTION SITES

68 factories in **17** countries

STAFF

112,300 worldwide

RESEARCH & DEVELOPMENT (R&D)

More than **6,600** research staff working out of **25** locations on three continents (North America, Europe and Asia)

R&D BUDGET IN 2014

€ **656** million

ANNUAL PRODUCTION

178 million tyres; more than **13 million** maps and guides sold in **170** countries; **970 million** itineraries calculated by ViaMichelin

2014 REVENUE

€ **19.55** billion