

MICHELIN
AT THE 66TH INTERNATIONAL
MOTOR SHOW IN FRANKFURT



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Press Kit and photos available on <http://lc.cx/ZR2y>



**AT THE 2015 MOTOR SHOW IN FRANKFURT, THE
MICHELIN GROUP...**



MICHELIN CrossClimate

... Highlights **its new MICHELIN CrossClimate tyre**, the first tyre to obtain winter certification, available in Europe since spring 2015.

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... Unveils the new generation saloon and sports car tyre that solves that the pleasure and safety equation. **The MICHELIN Pilot Sport⁴** will be available on the replacement market in Europe from January 2016.

P05

... Reveals the **MICHELIN Acoustic technology** that enhances sound comfort inside the vehicle, recently available as standard on the Mercedes AMG Class S.

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MICHELIN Pilot Sport⁴

... Shows the work of the **Michelin Design Studio** on the tyres presented on the stand and through its «**Concept Tyre book**» - merging technology and design in the service of performance and style. Premium Touch technology is an example of this.

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... And presents **the new BFGoodrich[®] All Terrain KO2[®]** - the all-terrain tyre that meets every challenge, available in Europe since the beginning of summer 2015.

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THE NEW MICHELIN CROSSCLIMATE TYRE FOR ALL WEATHER CONDITIONS

Since May 2015, the **MICHELIN CrossClimate** has been available on European markets. It is the first summer tyre to obtain winter certification.

In just four months, the tyre has enjoyed great success among distributors and by the end of 2015 **sales targets are likely to be exceeded by over 30%**. In addition, the tyre's unprecedented performance has been acclaimed by car manufacturers, who have shown great interest in the homologation of this tyre as original equipment on the European market. Finally, by providing both mobility and a safety solution whatever the weather conditions, MICHELIN CrossClimate meets the needs of corporate fleet managers. Many of them have already chosen it – for example BRITISH GAS in the UK, Carglass and KPMG in Belgium and ALD in the Netherlands.

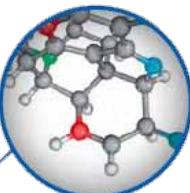
MICHELIN CrossClimate is an innovative tyre that adapts to different climatic situations in complete safety. It is the only tyre that combines the benefits of both summer and winter tyres.

- **Short dry braking distance.**
- **Certified for winter use, identified by the 3PMSF logo (3-Peak Mountain with Snow Flake - pictogram of a mountain with three peaks and a snowflake stamped on the tyre sidewall), indicating its suitability for use in winter, including in countries where tyres for different seasons are obligatory.**

And in addition to these performance characteristics it also offers longevity, fuel efficiency and comfort.

This tyre completes Michelin's catalogue of summer and winter tyre ranges, which continue to be important in certain markets and under certain conditions.

THE PERFORMANCE OF MICHELIN CROSSCLIMATE TYRES IS THE RESULT OF THE COMBINATION OF THREE TECHNOLOGIES:



An innovative tread compound: the tread compound has the flexibility needed to increase the capacity of the tread to adapt to the slightest irregularity in the road surface, whatever the conditions (dry, wet or snow). A second compound, under the tread, optimizes the tyre's fuel consumption.



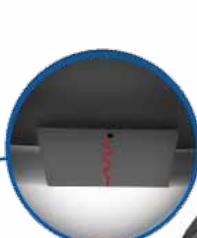
A unique V-shaped tread pattern with an angle that changes to optimize grip on snow.



This V-shaped pattern is combined with **new interlocking 3D sipes**: deeply corrugated, of variable thickness and complex composition, these full depth sipes create a claw effect on snow. They therefore increase traction and driving precision, and on dry ground improve overall performance.

This combination of advanced technologies, added to the presence of **Evergrip™** technology bevel edge tread blocks, improves the way the whole tread pattern functions, not only improving both the tyre's performance on snow and driving precision under dry conditions, but also increasing longevity.

Since the launch, the MICHELIN CrossClimate has been available in 23 different sizes, from 15 to 17 inches.



THE NEW MICHELIN PILOT SPORT⁴ TYRE, SOLVING THE PLEASURE AND SAFETY EQUATION



For drivers of saloons and sports cars, for pleasure and thrill seekers, the new **MICHELIN Pilot Sport⁴** is the ideal tyre for both pleasure and safety.

The technological innovations on the ultra-responsive tread of the new tyre come from Michelin's experience in racing, including Formula E. It constantly adapts to the road, thanks to clever mastery of the dynamic interactions between the architecture, tread pattern, and materials, which results in optimal management of the contact patch.



THE PERFORMANCE INNOVATIONS ON THE NEW MICHELIN PILOT SPORT⁴:



Highly responsive precision driving: the new «Dynamic Response» technology consists of a belt with hybrid aramid and nylon reinforcement that ensures optimal directional control. With a high density, extremely tension resistant and particularly lightweight fibre (five times more durable than steel), centrifugal force at high speeds is perfectly controlled and the tyre contact patch remains constant, even at high speed.



Safety and braking on wet surfaces: high-level performance is achieved through a new very homogeneous tread compound mix including functional elastomers¹ and fine silica. In addition wide, deep longitudinal grooves provide efficient water evacuation on wet roads. This new mixture also improves the tyre's longevity and fuel efficiency.

The new MICHELIN Pilot Sport⁴ will be available in 17 sizes in 17 to 18 inches in January 2016 , 19-inch sizes will be available in 2016 and 2017 .

¹ A functional elastomer is an elastomer which improves the distribution of the silica within the rubber mixture and reinforces its action.



***MICHELIN PILOT SPORT³ WITH THE MICHELIN
ACOUSTIC TECHNOLOGY IS FOR THE FIRST TIME
STANDARD EQUIPMENT ON THE MERCEDES-AMG
CLASS S SALOON AND COUPE***

The German high-performance car specialist has chosen **MICHELIN Pilot Sport³** with **MICHELIN Acoustic** technology as standard equipment on the Mercedes-AMG S-Class saloon and coupe in Europe.

The new MICHELIN Acoustic technology on the MICHELIN Pilot Sport³ tyre reduces the rolling noise generated by the tyre inside the car, offering greater comfort, and a more pleasant environment for occupants - and improves the driving experience. Equipped with these tyres the Mercedes-AMG S-Class saloon and coupe benefit from the performance of the MICHELIN Pilot Sport³ tyre in terms of driving precision, with the added benefit of acoustic comfort for driver and passengers.

MICHELIN Acoustic technology involves applying a polyurethane foam inside the tyre to absorb the noise generated by the contact of the tyre with the road surface irregularities. The contact causes vibrations, which result in noise inside the vehicle. MICHELIN Acoustic technology reduces the overall noise level inside the vehicle by 15% to 20% while retaining all the tyre's performance characteristics.

An «Acoustic» stamp is visible on the sidewall of the tyre to indicate that the tyres are equipped with MICHELIN Acoustic technology.





MICHELIN TYRE DESIGN STUDIO



Renault Eolab
by MICHELIN

During the International Motor Show in Frankfurt in 2015, the last 12 years' work of the Michelin Design Studio on concept car tyres for the world's car manufacturers will be shown through both the tyres presented on the stand and its «**Concept Tyres Book**».

Apparently simple, tyres hide a complex combination of materials that fulfil various functions and a sophisticated architecture resulting from a specific manufacturing process. But that's not all. Complex work on the design plays an equally important role because it highlights the brand signature, signals the type of tyre usage and which range it belongs to, gives performance information, and reveals the technologies included in the tyre – all at the same time as making them attractive. The complexity of the work on the design of a tyre lies in the fact that any change in the design of the tread, for example, could influence the tyre's performance. Consequently, designers must work hand in hand with the technical teams to find innovative solutions that express this design while optimizing tyre performance.



With a team of 16 people on three continents, the Michelin Design Studio works on the design of the Michelin tyre ranges and on other Group brands, as well as on Michelin Lifestyle Ltd products - for example the soles of tennis or handball shoes.



Citroën C4 Cactus
by MICHELIN

Several tyres will be presented on the stand. For example the MICHELIN Pilot Sport ⁴ and the MICHELIN Pilot Sport Cup 2, which all illustrate the work on design and in particular the sidewall markings using Premium Touch technology. It produces a velvet effect, which brings out the letters and graphics but reduces the tyre's aerodynamic drag.

The Michelin Design Studio has worked in partnership with Bugatti on the sidewall design of the slick tires chosen for their Bugatti Vision Gran Turismo concept presented in Frankfurt. The clean design highlights both the MICHELIN visual identity and the blue of the Bugatti vehicle, giving the virtual race car an extremely dynamic expression.



**BFGOODRICH® ALL-TERRAIN T/A® KO2,
THE NEW TYRE FOR OFF-ROAD VEHICLES THAT
MEETS ALL THE CHALLENGES AND OPENS UP
NEW HORIZONS**

On the market in Europe since the beginning of summer 2015, the new **BFGoodrich® All-Terrain T/A® KO2** tyre is exceptionally robust, and combines traction, longevity and grip performance enabling it to handle more difficult driving and mobility conditions, in particular on asphalt, gravel roads, tracks, mud and snow. Designed using technology tested on the racetrack, in particular during the famous Mexican Baja, the **BFGoodrich® All-Terrain T/A® KO2** is the first all-terrain production tyre to incorporate CoreGard™ technology proven, and award-winning under rally conditions – offering unparalleled protection against the high stresses that tyre sidewalls can suffer.





SOME KEY PERFORMANCE FIGURES FOR THE NEW BFGOODRICH® ALL-TERRAIN T/A® KO2 TYRE:

20% greater sidewall robustness¹.

Compared to its predecessor, already hailed for its robustness, the BFGoodrich® All-Terrain T/A® KO2 tyre has even more resistant sidewalls for better off-road performance¹.

100% longer life on gravel², 15% on asphalt³

The lifespan of the BFGoodrich® All-Terrain T/A® KO2 tyre is twice as long on gravel². For off-road enthusiasts wanting to extend their adventures to asphalt³, and for professional users wanting better performance.

10% better grip on mud⁴, and 19% on snow⁵.

Off the beaten track, the BFGoodrich® All-Terrain T/A® KO2 tyre improves its already legendary off-road performance with a 10% greater traction on mud⁴ and 19% on snow⁵ compared to the previous generation.



¹ According to the results of internal perforation tests on sidewalls made in comparison with the BFGoodrich® All-Terrain T/A® KO tyre size LT265 / 70R17. The results of the sidewall perforation tests were obtained by means of a sidewall perforation simulation apparatus (patent pending US20120245859A1).

² Off-road tests: according to the results of endurance tests on gravel commissioned from a third party and made in comparison with the BFGoodrich® All-Terrain T/A® KO tyre size LT265 / 70R17. Road tests: according to the results of internal wear tests in comparison with the BFGoodrich® All-Terrain T/A® KO tyre size LT265 / 70R17.

³ According to the results of subjective internal tests on muddy roads made using SAE indices and converted to a percentage by competitive analysis programmes, and in comparison with the BFGoodrich® All-Terrain T/A® KO tyre size LT265 / 70R17.

⁴ According to the results of tests commissioned from a third party in comparison with the BFGoodrich® All-Terrain T/A® KO tyre size LT265 / 70R17. GM testing standards for wheel rotation were used.

⁵ According to external tests made in comparison with the BFGoodrich® All Terrain T/A® KO2 and the previous generation BFGoodrich® All-Terrain T/A® KO size LT265 / 70R17 tyres conducted on 29 January 2014 at the request of Michelin. Standard wheel rotation test.

MICHELIN GROUP IN NUMBERS

Established:	1889
Industrial sites:	68 PRODUCTION SITES in 17 countries
Employees:	112 300 worldwide
Technology Centre:	MORE THAN 6,600 PEOPLE work in Research & Development in Europe, North America, South America, South America, and Asia
Annual research and development budget:	MORE THAN 640 MILLION EUROS
Annual production:	171 MILLION TYRES PRODUCED , over 13 million maps and guides sold in 170 countries and 1.2 billion itineraries calculated by ViaMichelin
Net sales 2014:	€19,553 MILLION

A large brand portfolio covering all market segments: **MICHELIN, BFGoodrich®, KLEBER, UNIROYAL¹, WARRIOR, Kormoran, RIKEN, TAURUS, TIGAR, Pneu Laurent, Recamic, MICHELIN Remix,**

Over **3,500 own and franchised sales outlets** in 29 countries

Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tyres for all types of vehicle. The Group also offers innovative digital services such as electronic fleet management and mobility support services. It publishes travel guides, hotel and restaurant guides, maps, and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in more than 170 countries, has 112,300 employees globally, and operates 68 production plants in 17 different countries. The Group has a Technology Centre in charge of research and development, with operations in Europe, North America, and Asia. (www.michelin.com)

¹ Except in Europe

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