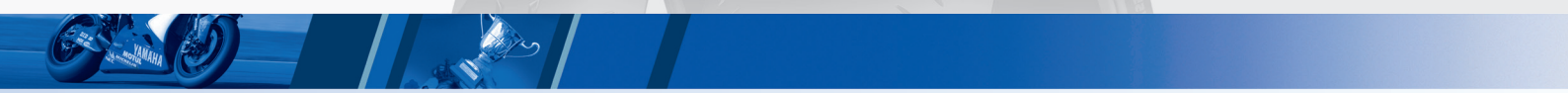
March 2012

**Press Kit**

# The MICHELIN Power Cup

## PUSH BACK THE BOUNDARIES OF YOUR BIKE, WHATEVER THE LEVEL OF DRIVING

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MICHELIN
A better way forward

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Copyright-free photographs of the MICHELIN Power Cup are available at the following URL:

**http://mediaevent.michelin.com/EVENTS/EUR/MICHELIN-POWER-CUP/**

Login: **WELCOME**
Password: **JEREZ2012**

MICHELIN
A better way forward

# 1 MICHELIN Power Cup: KEY SUCCESS FACTORS

**MICHELIN Power Cup**: **2 years** in development

**MICHELIN Power Cup**: Tested on the track by more than **200 riders** in **7 countries**

**MICHELIN Power Cup**: Designed for the track with a void ratio of just **5%** and virtually the same size contact patch as a slick tire

**MICHELIN Power Cup**: The choice between **2 types of rubber** for the front tire and **3** for the rear

**1,000** people work for the **Two Wheel Product Line**

**6,000** **Michelin researchers, engineers and chemists** around the world

**300** different professions represented at the **Technology Center**

Nearly **600 million euros** a year allocated to **Research and Development**

# 2 MICHELIN Power Cup: UNCOMPROMISING PERFORMANCE

In 2012, Michelin is putting the focus on performance with the **MICHELIN Power Cup** lineup of motorcycle tires dedicated to track riding and certified for road use. The new tire integrates the full range of expertise acquired by Michelin through its participation in professional motorcycle speed and endurance championships.

In terms of high performance, Michelin is committed to pushing back the limits. Track and road riding share the same requirements. Solutions that enable riders to win on the track and the lessons learned from this experience are used to help improve street tires. That's why the Michelin Power Cup tire, developed at the Michelin Technology Center in Ladoux near Clermont-Ferrand, integrates the latest innovations validated in races and provides a degree of extreme performance that combines safety and riding enjoyment at high speeds.


Designed to deliver outstanding grip when cornering and accelerating, the MICHELIN Power Cup improves lap times on the track compared with its predecessor, the MICHELIN Power One Competition. The front tire provides maneuverability, stability and progressive responsiveness, especially when braking, while the rear tire improves grip when cornering without sacrificing longevity. With its optimized casing, the MICHELIN Power Cup facilitates motorcycle tuning.

Another specific feature of the MICHELIN Power Cup is that it offers a full range of solutions. For the front tire, users can choose between a standard casing, designed for the track and certified for road use, and an even higher-performance casing for track use, with a choice of two rubber compounds. For the rear tire, three types of rubber are available.

In line with Michelin's innovation strategy, the MICHELIN Power Cup overcomes design constraints to simultaneously improve different tire features, thereby achieving the best overall performance balance. It delivers maximal safety in the most extreme conditions of use without compromising riding enjoyment. This achievement is the result of a powerful Research and Development program that allocates nearly €600 million a year to the Michelin Technology Center.

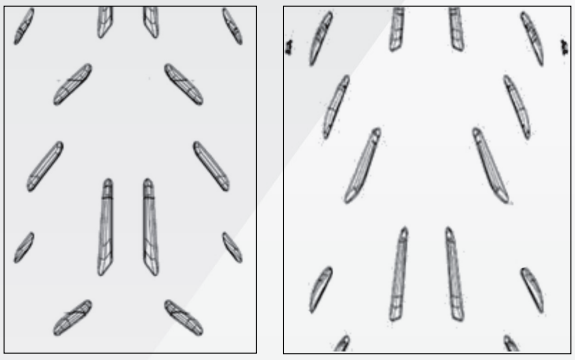
# 3 MICHELIN Power Cup: CLOSE-UP

The latest addition to the hypersport lineup, the MICHELIN Power Cup integrates the most recent technological advances developed and tested on the racing circuit. Engineers at the Technology Center spent two years bringing the tire to market.

For the range of tires approved for road use, tests conducted mainly on the Cartagena circuit in Spain showed that the MICHELIN Power Cup enabled faster lap times than its predecessor, the Michelin Power One Competition. The new tire also delivers enhanced safety in all phases of riding

Designed to deliver nearly the same performance as a slick tire while complying with road certification criteria, the MICHELIN Power Cup has a void ratio of just 5%, meaning that it has virtually the same footprint as a slick tire. Using the tiremaker's Near Slick Technology to optimize the tread further improves the contact patch, thereby maximizing grip.

The MICHELIN Power Cup delivers enhanced grip when cornering, thanks to the slick design of the shoulders, as well as greater traction when accelerating, through the use of slick technology on the tire crown.



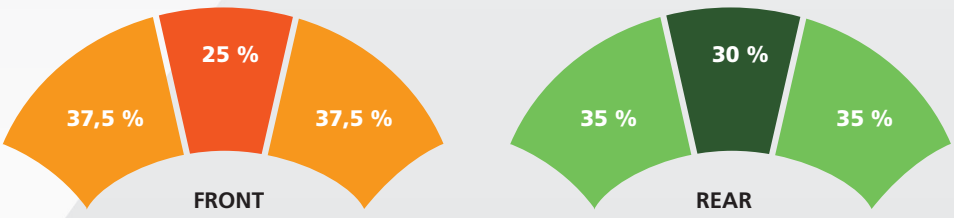
**FRONT** **REAR**

Michelin engineers have optimized the rear tire casing structure to deliver better grip.

On the front tires, the casing layer angles are more open, which enhances rigidity and overall tire stability. This means that the motorcycle is more stable when braking and riders can more easily hold to their trajectory when cornering.

The MICHELIN Power Cup also integrates Two Compound Technology, which features harder rubber on the tread crown for greater longevity and softer rubber on the shoulder for maximum lean grip.

The MICHELIN Power Cup also benefits from eight new tread compounds – three for the front tire and five for the rear tire – thereby enabling the rider to choose the tire best suited to track conditions: the MICHELIN Power Cup A (soft rubber), the MICHELIN Power Cup B (intermediary rubber) or the MICHELIN Power Cup C (hard rubber). A more high-performance version of the front-tire casing is also available on the MICHELIN Power Cup A and B. However, the casing has been certified for road use only for tires with V speed ratings, meaning less than 240 km/h.




**BREAKDOWN OF FRONT AND REAR TIRE RUBBER COMPOUNDS**

# 4 MICHELIN Power Cup: AVAILABLE SIZES AND RECOMMENDATIONS FOR USE

## Available sizes (January 2012)

**FRONT**

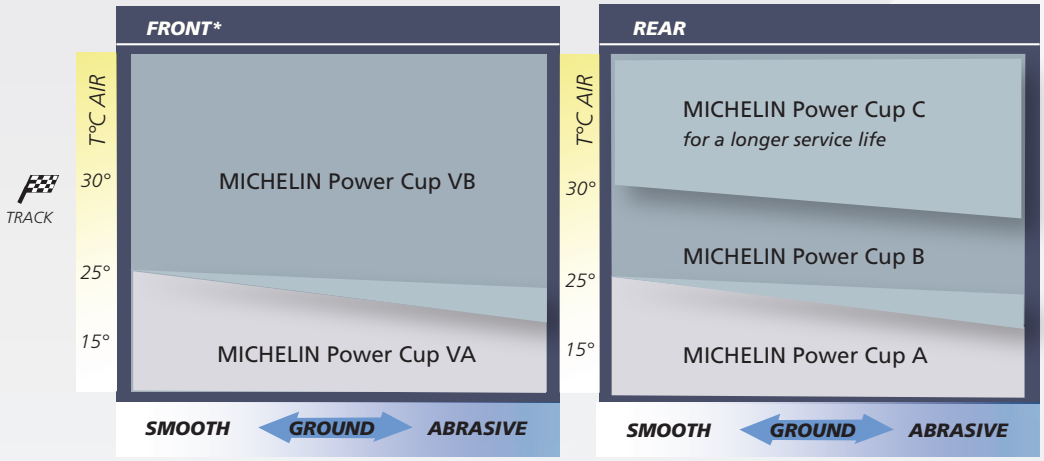
120/70 ZR 17 POWER CUP A / 58W
120/70 R 17 POWER CUP VA / 58V
120/70 R 17 POWER CUP VB / 58V

**REAR**

180/55 ZR 17 POWER CUP A / 73W
180/55 ZR 17 POWER CUP B / 73W
180/55 ZR 17 POWER CUP C / 73W
190/55 ZR 17 POWER CUP A / 75W
190/55 ZR 17 POWER CUP B / 75W
190/55 ZR 17 POWER CUP C / 75W
200/55 ZR 17 POWER CUP A / 78W
200/55 ZR 17 POWER CUP B / 78W
200/55 ZR 17 POWER CUP C / 78W

## Recommendations for use

### USES DEPENDING ON OUTSIDE TEMPERATURES




**The Michelin Power Cup A, W rated, is suitable for any type of temperature and surface condition*

### OPTIMIZED TIRE PRESSURE

**For track use:**

| *Recommended cold inflation pressure** | | standard | air < 15°C | exceptions |
|---|---|---|---|---|
| MICHELIN Power Cup | *FRONT* | 2,1 bar | 2,1 bar | |
| | *REAR* | 1,5 bar | 1,7 bar | Up to 1.9 bar if greater cornering stability is needed |

** Pressure should be measured before riding or after a pause of at least one hour.*

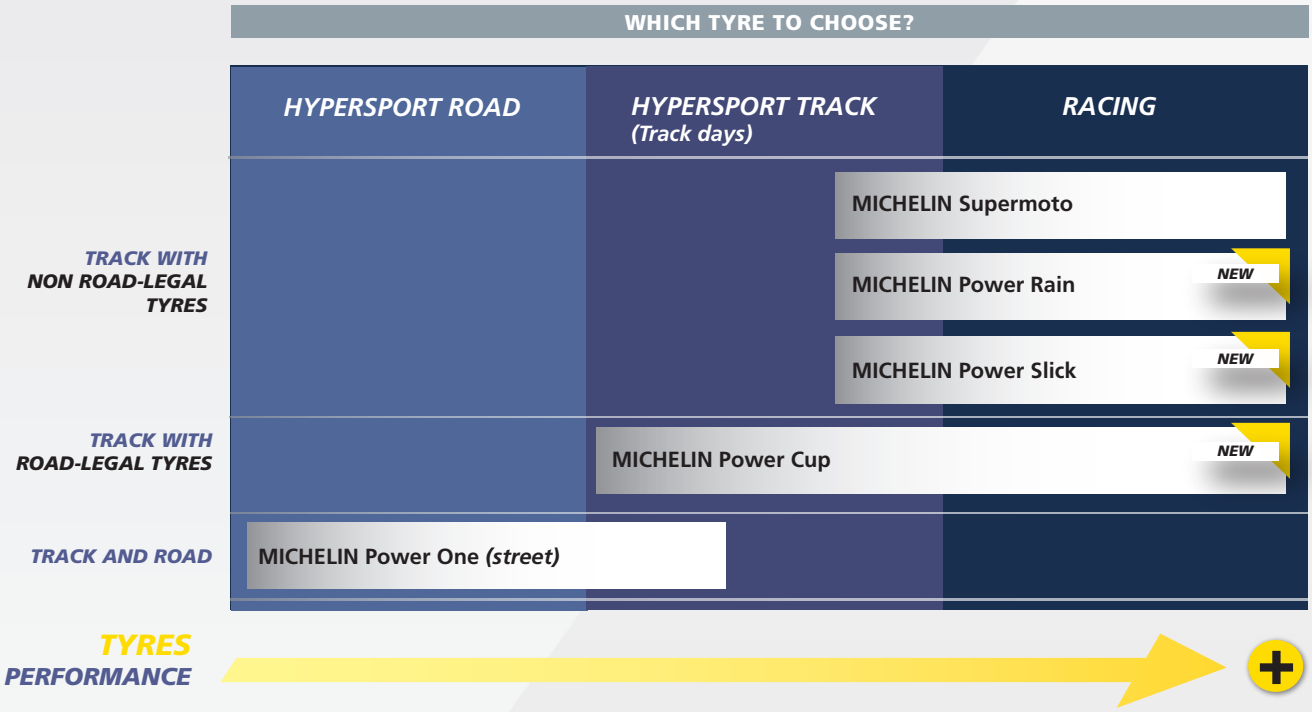
**For road use:** Cold inflation pressure recommended by manufacturers should be respected whenever the tires are used on the road.

### OPERATING TEMPERATURE

| Tyre | Front or Rear | Operating temperature °C | | |
|---|---|---|---|---|
| | | Low | Optimal | High |
| Power Cup | Front | 50 | 80 | 110 |
| | Front | 70 | 100 | 140 |

# 5 A COMPREHENSIVE RANGE OF DEDICATED TRACK TIRES

This new range of motorcycle tires joins a very extensive Michelin offering that is constantly adapted to emerging user needs.
Michelin is launching three new lineups for track use. The MICHELIN Power Cup is certified for road use and delivers outstanding laps times on the track, while the MICHELIN Power Slick is designed for racing. A third range – the MICHELIN Power Rain – will be brought to market within the next few months to satisfy the needs of motorcyclists when riding on wet tracks.




# 6 TIRES AND SERVICES THAT ENABLE MOTORCYCLISTS TO LIVE THEIR PASSION TO THE FULLEST

As part of its commitment to enhanced mobility, the Michelin Group has for more than 120 years enabled R&D teams to innovate, with the goal of making travel easier and more enjoyable for everyone.

This quest for enhanced mobility involves not only ever-more effective tire technologies but also services for motorists provided by Michelin, which in the early 20th century included road signs, maps and guidebooks.

In the 21st century, the idea that led to creation of the guide – travel-related services – is still alive and now an integral component of the Michelin brand, which has since become global. Today, this commitment to enhanced mobility is also the Group's mission, which is expressed in the brand's baseline – "A better way forward."
In line with this mission, Michelin is offering motorcyclists not only a new range of tires – the Michelin Power Cup – but also access to the track and a dedicated website.

## • A dedicated website for motorcyclists

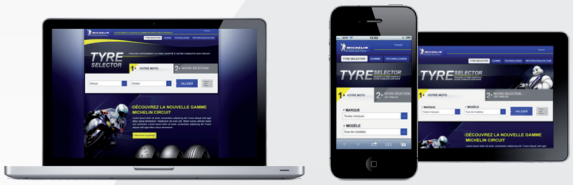
To help motorcyclists choose the right tire, Michelin has created a new website especially for them: www.michelin-power.com. The site is available in English, French, Spanish, Italian, German and Dutch.

Regardless of the circuit chosen, the vehicle model and size, weather conditions, and riding technique, Michelin has a tire that corresponds perfectly to every biker's needs.

After entering information about the motorcycle model and size, weather conditions and the circuit, the website provides information about the abrasiveness of the track surface and suggests appropriate tire models, as well as a wealth of technical data.

The website, which is dedicated entirely to track tires, can also be accessed through smartphones and digital tablets. To access the site directly from a mobile device, users just use this QR flashcode:

A global positioning option enables users to locate the closest track and learn about weather conditions.




**www.MICHELIN-POWER.com**

## • Using the track safely: the MICHELIN power cup and MICHELIN power days


Motorcyclists want to enjoy themselves while riding safely. To address this concern, the tiremaker has this year created the MICHELIN power cup and MICHELIN power days, two events that enable bikers to ride in a specially adapted environment.

Open to amateurs of all levels, the MICHELIN power cup focuses on sports performance and a spirit of friendly competition, while giving riders an opportunity to take advantage of Michelin's technological skills and expertise.

MICHELIN power days are open to all motorcyclists who want to take part in supervised, structured circuit riding sessions. The event offers riders a safe, enjoyable, friendly experience on a carefully managed budget.

# 7 Michelin TYRES: FROM THE TRACK TO THE ROAD

**For Michelin, competition is a full-fledged technological laboratory that enables solutions developed for racing tires to be partially or fully transferred to street tires.**

With the invention of the removable bicycle tire in 1891 (which enabled Charles Terront to win the first race in which the Group took part), the Michelin brothers pointed their young company in a new direction and integrated the values of racing into Michelin's DNA, where they endure to this day.

More than 120 years later, Michelin is more than ever deploying a skills-sharing strategy dedicated to building powerful synergies between professional racing and the development of series-produced tire lines. Many innovations currently used by Michelin customers, both on road and track, were developed through high-level racing.

"***We have two tire development toolboxes – innovation and racing***," says Pierre Fraisse, Director of Development for Michelin's Two-Wheel Division. "***Innovation helps us find solutions that are ahead of the curve in comparison to what's available on the market, while racing enables us to test them in the most extreme conditions. Everything that we learn about high-performance tires during track tests invariably has a major impact on the capabilities and technologies we will use to design our road tires.***"
The road-legal MICHELIN Power Cup integrates many innovations borrowed from racing tires. It was through racing that radial technology, which was already used for automobile tires, was transferred to the motorcycle segment and extended across all road tire lineups.

Whether for racing or road tires, innovation is the imperative that guides Michelin's 6,000 researchers, engineers and chemists in Europe, the Americas and Asia, who are focused on the materials, design, development and commercial production of the tires of the future. Every year, Michelin allocates nearly €600 million to research and development. The Michelin Technology Center near Clermont-Ferrand is an advanced research facility that also has 19 test tracks for validating technological innovations in real conditions of use. The Center works closely and continuously with the Michelin Motorsports Department, as they share innovations and search for technological gateways between the track and the road.

# 8 MICHELIN'S INVOLVEMENT IN MOTORCYCLE RACING IN 2012

With 14 Endurance World Championship titles and 13 wins in both the 24 Hours of Le Mans motorcycle race and the Bol d'Or, Michelin has developed leading-edge motorcycle tire expertise.
All of these track victories were won in competition with other tire manufacturers. Michelin firmly believes that only races that are open to more than one tiremaker can serve as a powerful innovation driver. At the same time, competition makes the races more exciting for spectators while enabling Michelin to demonstrate the technical superiority of its products.

Part of Michelin's DNA, racing is a full-fledged technological laboratory that promotes the emergence of innovative solutions. Developed and validated in racing, in the most demanding conditions, the new MICHELIN Power Cup hypersport tires illustrate Michelin's ability to simultaneously deliver consistency, performance and versatility. For these new ranges, Michelin engineers have transferred the latest advanced racing tire technologies to tires that are available to all motorcyclists.

In the 2012 season, Michelin will support its partners in the FIM Endurance World Championship in Europe, Asia and the Middle East. The tiremaker's second-place finish in 2011 strengthens the determination of all team members to win a 14th world title this year.

In Europe, Michelin will again take part in national speed championships with the French Superbike Championship as well as the Spanish and Italian Speed Championships. In 2012, Michelin will participate for the first time in IDM Superbike, the German National Championship.

Leveraging its solid partnerships with leading motorcycle manufacturers such as BMW Motorrad, Ducati, Honda, Kawasaki and Yamaha, Michelin offers increasingly innovative, high-performance tires not just to its racing partners but to all its customers. In short, the Michelin Group's commitment to racing is driven by its desire to demonstrate the technical performance of its tires while speeding the development of innovations that benefit all motorcyclists.

### FIM ENDURANCE WORLD CHAMPIONSHIP
April 14-15: Bol d' Or – France
June 9-10: 8 Hours of Doha – Qatar
July 28-29: 8 Hours of Suzuka – Japan
August 11-12: 8 Hours of Oschersleben – Germany
September 8-9: 24 Hours of Le Mans – France

### SPANISH SPEED CHAMPIONSHIP (CEV)
March 31-April 1: Jerez
May 26-27: Motorland Aragon
June 23-24: Catalunya
July 21-22: Albacete
September 8-9: Albacete
November 17-18: Comunitat Valenciana

### ITALIAN SPEED CHAMPIONSHIP (CIV)
March 24-25: Mugello
April 7-8: Imola
April 28-29: Monza
June 23-24: Imola
July 28-29: Misano
October 13-14: Vallelunga

### FRENCH SUPERBIKE CHAMPIONSHIP (FSBK)
March 31-April 1: Le Mans
April 28-29: Nogaro
May 26-27: Le Vigeant
June 16-17: Ledenon
June 30-July 1: Magny-Cours
July 14-15: Dijon
September 15-16: Albi
September 29-30: Ledenon

### IDM SUPERBIKE (GERMAN NATIONAL CHAMPIONSHIP)
April 21-22: Lausitz
May 5-6: Oschersleben
May 12-13: Nürburgring
June 30-July 1: Red Bull Ring (Austria)
July 21-22: Assen (Netherlands)
August 4-5: Schleizer Drieick
August 17-18: Sachsenring
September 15-16: Hockenheimring Baden-Wurttemberg

# APPENDIX 1

# MOTORCYCLE TIRES: **INNOVATIONS**, MILESTONES AND KEY FIGURES

**Michelin firmly believes that as many people as possible should be able to share its innovations and the numerous benefits they provide in terms of performance, safety and riding enjoyment. Many of these Michelin innovations have revolutionized the motorcycle tire segment and become industry benchmarks.**

## 1977 - THE SEMI-SLICK TREAD

To meet the needs of increasingly powerful motorcycles, Michelin focused its research on tread design and completely eliminated the tread grooves, which was a revolutionary approach at the time. Introduced in Grand Prix racing in 1977, the slick tire enabled Barry Sheene, on a Suzuki bike, to win the 500cc World Championship that same year.
- **In 2004**, the MICHELIN Pilot Power was launched as the hypersport motorcycle tire with the lowest void ratio in the market.

## 1984 - RADIAL TECHNOLOGY

Michelin tested its first radial motorcycle tires in Grand Prix events and they very quickly set new performance standards.
- **In 1987**, Michelin leveraged its experience in competition to introduce the first radial tire for street motorcycles, the MICHELIN A59X / M59X. Radial technology provides a critical advantage in terms of resistance and stability at high speeds, as well as consistently superior, long-term road performance, riding comfort and wear-resistance.

## 1992: SILICA

In early 1990, Michelin introduced racing tires with a 100% silica-reinforced rubber mix, developed through the Group's basic research programs. This innovation marked the beginning of a new era of supremacy for Michelin, especially in races held on wet surfaces. By adding silica to the rubber compound used in motorcycle tires, Michelin established a new benchmark for grip on wet tracks.
- **In 1999**, the MICHELIN Pilot Sport became the first series-produced motorcycle tire to integrate this innovative feature.

## 1994 - THE FIRST DUAL COMPOUND TIRE TESTED IN THE GP500 CLASS

Dual compound technology enabled Michelin to widen its technological lead over the competition, as the tiremaker continued to dominate the sport's premium GP500 category
- **In 2005**, the first hypersport tire with different rubber compounds on the crown and shoulders was introduced. Called the MICHELIN Power Race, it was the first racing tire approved for road use to integrate this dual compound.
- **In 2006**, Michelin went even further in applying its dual compound technology. Integrating technologies developed through track racing, the Michelin Pilot Power 2CT was intended for sports motorcycles used mainly on the road.

## 2009 - ASYMMETRIC TECHNOLOGY

This technology was introduced in 1994 in Moto GP500 racing. Combining asymmetric technology (AST) with three compound technology (3CT) made it possible to use different rubber compounds on the right and left sides of the tire, as well as a third, more resistant compound for the center of the tread. In this way, the shoulder that is more often in contact with the ground during a race will use a harder rubber so that its lifespan is aligned with the total distance to be covered.
- **In 2009**, thanks to AST technology, the 16.5-inch Michelin Power One was the first tire in this category to adjust to the special features of each track, taking into account the different demands put on each side of the tire, depending on whether the circuit has more left or right turns.

## 2011 - MICHELIN XST (X-SIPE TECHNOLOGY)

MICHELIN XST (X-Sipe Technology) features a revolutionary tread. Combining sipes and wells, the tread breaks the film of water on the road, increases drainage capacity and delivers the conditions of grip found on roads that are practically dry. The MICHELIN Pilot Road 3 was the first motorcycle tire to integrate this technology.

# APPENDIX 2 — MICHELIN MILESTONES

**Company founded:** ..... 1889

**Production facilities:** ..... 69 production sites in 18 countries

**Number of employees:** ..... 115,000 worldwide

**Technology Center:** ..... More than 6,000 researchers on three continents: North America, Europe and Asia

**Annual research and development budget:** ..... Nearly €600 million

**Annual output:** ..... 184 million tires produced and more than 10 million maps and guides published in 15 languages in 2011

**2011 net sales:** ..... €20.7 billion

## An extensive portfolio of brands covering all market segments:

MICHELIN, BFGoodrich, Kleber, Uniroyal, Riken, Taurus, Kormoran, Warrior, Pneu Laurent, Recamic, MICHELIN Remix, Euromaster, TCI Tire Centers and TyrePlus.