

Stoke-on-Trent, November 30, 2016

## Michelin awarded SIMA Innovation Gold Medal for its new '2 in 1' tyre technology

Michelin has been awarded the prestigious SIMA Innovation Gold Medal for its new '2 in 1' tyre, which features a smart tread pattern that evolves to match the application.

The '2 in 1' tyre, which will be officially revealed at SIMA in March 2017, has been designed to support farmers who increasingly opt for larger machinery that has to perform both in the field and on the road.

When set at high pressures for road work, the tyres' central band grips the road providing the tyre with a road optimised profile. The adapted tread pattern gives a smoother vibration-free ride, while saving farmers fuel and improving safety.

In the field, working at low pressures, the tyres' footprint spreads across a wider surface, helping to boost traction while improving soil protection. Compared with a Michelin AxioBib tyre of the same dimensions, the '2 in 1' tyre demonstrated a 20 per cent increased ground contact patch.

Emmanuel Ladent, Director of Michelin's Agricultural Business Unit, who accepted the award on behalf of the Michelin Group, says: "It is a privilege to receive the SIMA Innovation Gold Medal on behalf of the dedicated, hardworking teams at Michelin. The '2 in 1' tyre is a real game changer and is the latest in the line of innovative tyre technologies brought to market by Michelin. It builds on previous innovations such as Ultraflex technology and the Connected tyre, and we are looking forward to the first presentation of this '2 in 1' tyre at SIMA in March 2017."

The patented technology was developed by Michelin's 6,700-strong team of R&D scientists and the company believes that the new technology will help farmers face the challenge of growing food sustainably at affordable prices.

For more information about the range of Michelin farm tyres available visit <http://agricultural.michelin.co.uk> or tweet @MichelinAgriUK.

### Ends

**Michelin**, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing, distributing and marketing tyres for every type of vehicle. It also offers innovative business support services, digital mobility services and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 112,300 employees and operates 68 production plants in 17 countries. The Group also has a Technology Centre, responsible for research and development, with operations in Europe, North America and Asia. ([www.michelin.com](http://www.michelin.com))





<http://twitter.com/MichelinAgriUK>

<https://www.youtube.com/user/AgMichelin>

***For further press information please contact:***

**David Johnson, Michelin Press Office**

**Tel: + 44 (0) 1782 402341 Email: [d.johnson@michelin.com](mailto:d.johnson@michelin.com)**

Andy Hemphill or Beth Laws, Garnett Keeler PR, Inver House, 37-39 Pound Street,  
Carshalton, Surrey, SM5 3PG

Tel: +44 (0)20 8647 4467 Fax: +44 (0)20 8544 4711 E-mail: [andy.hemphill@garnettkeeler.com](mailto:andy.hemphill@garnettkeeler.com) or  
[beth.laws@garnettkeeler.com](mailto:beth.laws@garnettkeeler.com)

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