

Stoke-on-Trent, June 14, 2017

Michelin unveils new RoadBib tyre

Michelin has unveiled a new generation of agricultural tyre, the Michelin RoadBib, co-designed with agricultural contractors and which defines a brand new segment of the market.

From launch it will become the first tyre for 200+hp agricultural tractors designed specifically to provide high performance, longevity and traction on machines used intensively on roads.

The high-powered tractor fleets of farm and construction contractors typically spend more than 50 per cent of their time on the road – equivalent to 80 per cent of their total distance travelled, and are often coupled with heavy trailers, which adds to the stress on the tyres. This was the challenge for Michelin's research and development engineers; to propose a solution that would work mainly on tarmac and hard soil roads, providing high traction and longevity, whilst also working well in fields on soft soil.

To achieve this the Michelin RoadBib features a brand-new tread design; the first time Michelin has produced an agricultural tyre which is not 'lugged' in the traditional sense. Formed of 52 blocks to maximise traction, coupled with a central spine, it allows 40 per cent of the tyre to remain in contact with the road surface – a 60 per cent increase on a typical lugged agricultural tyre*. The new tyre also increases driver comfort, and delivers around 25 per cent additional tyre life*.

Martyn Pointer, Commercial Director of Agriculture at Michelin, with responsibility for the UK, Ireland and the Nordics, explains: "The new Michelin RoadBib is packed full of innovations, and is set to change the way contractors specify tyres in the future.

"Whereas a traditional agricultural tyre might have an average life of 4,000 hours, a Michelin RoadBib will deliver 5,000 hours in service. That's a significant increase in tyre life, coupled with the benefits of increased comfort, reduced costs and high traction in the field."

The Michelin RoadBib was unveiled ahead of the joint John Deere and Michelin European Drivers' Championship, which is being held in France on 14 June with farmers from across Europe. The new tyre will be available in sizes 600/70 R30 and 710/70 R42 from the first quarter of 2018.

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

*internal Michelin testing at Ladoux 2016/17 compared to the Michelin MachXBib.

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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://twitter.com/MichelinAgriUK>



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

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