

Stoke-on-Trent, February 28, 2019

Michelin RoadBib tyres officially launched

Michelin has launched its new RoadBib tyres onto the original equipment and replacement markets, following nearly two years of extensive end-user testing with agricultural contractors across Europe.

The tyres stand out for being the first fitments for 200+hp tractors designed specifically to provide high performance, longevity and traction on machines used intensively on the road.

Lee Henzell, owner of Henzell Enterprises in Northumberland, took part in the pre-launch testing with his Fendt 828 Vario. He says: "We regularly operate up to 80 miles from base and the Michelin RoadBib tyres have proven second-to-none.

"We've clocked up 4,000 hours with them to-date, whereas we normally get as little as 1,500 hours from a set of traditional lugged front tyres. Our projections show we should hit 8,000 hours before needing to replace the RoadBibs – that's effectively the life of the tractor for us, wiping out our tyre bill."

Agricultural 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 often coupled to heavy trailers, which adds to the stress on the tyres.

Mark White, Michelin's National Sales Manager – Agriculture & Construction, says: "We challenged our research and development engineers with creating a tractor tyre which would work primarily on tarmac and hard surfaces, providing high traction and longevity, but which could also perform well in fields on soft soil.

"We've been thoroughly impressed with how well the new RoadBib tyres have performed during all phases of testing. They are one of the most exciting new products we've launched into the farming sector in the last decade, and are set to change the way contractors specify tyres in the future."

Key to the Michelin RoadBib's performance is its unique tread design, which comprises 52 tread blocks to maximise traction, coupled with a central spine. This allows 40 per cent of the tyre to remain in contact with the road surface – a 60 per cent increase versus a Michelin MachXBib lugged agricultural tyre – whilst increasing driver comfort and extending tyre life.

The Michelin RoadBib tyre is available initially in sizes 600/70 R30 and 710/70 R42.

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 enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 171 countries, has more than 114,000 employees and operates 70 production facilities in 17 countries which together produced around 190 million tyres in 2017. (www.michelin.com)



<http://twitter.com/MichelinAgriUK>



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

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