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MICHELIN AGROPRESSURE: HELPING FARMERS TAKE CARE OF THEIR TYRES AT THE TOUCH OF A BUTTON

- Free-to-use app allows farmers to easily find the correct pressures for their tractor tyres, whatever the application.
- Available on PC and mobile, MICHELIN AgroPressure is available via the App Store or Google Play.

Michelin is encouraging farmers and contractors to access its free-to-use AgroPressure app to help improve the efficiency of their machinery and protect the soil their crops grow in.

The app – available on PC and mobile – allows users to easily optimise tyre pressures based on load, speed, and application, ultimately improving productivity and reducing operational costs.

Tom Saunders, Michelin's Beyond Road – Agricultural CES Technical Manager, says: "Farm equipment is larger and heavier than ever before so having tractors working on the optimised tyre pressures has never been more important.

"AgroPressure gives you quick and easy advice on the recommended pressures for your tyres, based on the use and implements attached. Thanks to our extensive database, farmers can calculate and simulate the right tyre pressure at the touch of a button."

The app allows farmers find the correct pressure (in BAR and PSI) for each specific task, whether they are cultivating, ploughing, drilling or transporting crops, in less than three minutes. Ultimately this helps to



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ensure the machinery works effectively while minimising wear and tear on the tyres, equipment and the ground being worked on.

Other benefits of having properly inflated tyres include improved fuel efficiency, reduction in the need for frequent replacements, and ensuring that crops are handled with care. Moreover, maintaining the correct pressures helps farmers avoid soil compaction, protecting their yields in the process.

“Whether or not you know your axle weights, our application makes it easy to find the right pressures, whatever your tractor and implement configuration,” adds Saunders. “Its clever, intuitive design makes it extremely user-friendly. We’d urge all agricultural operators to download the app and take full advantage.”

MICHELIN AgroPressure is available on Google Play and the App Store. For more information visit: <https://business.michelin.co.uk/help-advice/pressure-calculation-tools/agropressure>

About Michelin

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tyres and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide.

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