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Michelin Pilot Sport 4 tyres gain traction in fleet market

Executive fleet car drivers can get a grip on their high-end company vehicles' on-road performance with Michelin's new Pilot Sport 4 tyres, which are inspired by the company's motorsport pedigree.

Andy Fern, Michelin's Head of Fleet, says: "Pilot Sport 4 tyres are ideally suited to the larger, more powerful diesel and hybrid passenger vehicles increasingly operated by fleets around the country. With high levels of engine torque, larger rim diameters – often over 17 inches – advanced automatic gearboxes and complex electronics, these modern fleet cars need tyres that balance handling and performance, while still delivering exceptional fuel economy and lower carbon dioxide emissions.

"That's where Pilot Sport 4 tyres come in: the tyres leverage Michelin's racing pedigree and experience to deliver total performance and precise control on the road, as well as a driving sensation that's second to none.

"Fleet drivers spend a significant proportion of their working life at the wheel, and fitting the right tyre is an important element in ensuring driver satisfaction. Of course, fitting Pilot Sport 4 tyres also offers fleets the durability, longevity, safety and reliability inherent to every Michelin tyre, as well as a low total cost of ownership," Fern adds.

Pilot Sport 4 tyres feature an innovative and highly responsive rubber compound developed by Michelin. Together with deep, wide circumferential directional grooves, the tyres provide exceptional grip, braking and water dispersal, even in the wettest of driving conditions.

The Pilot Sport 4 builds upon technology developed for Michelin's racing tyres, including fitments designed for the world's first fully-electric racing series, Formula E.

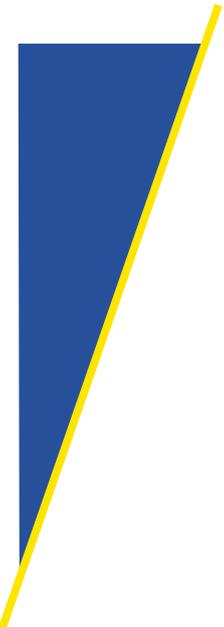
Pilot Sport 4 tyres are available in sizes ranging from 17 to 18 inches, plus one additional 19-inch size – 255/35 R 19. The company expects to release further sizes in 2016 and into 2017, including additional 19-inch fitments. Approvals from major vehicle manufacturers are expected to follow throughout 2016.

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)

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