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DEKRA testing shows Michelin tyres last 5,000 miles longer*

Extensive trials carried out by the DEKRA Automobile Test Centre in Germany have shown Michelin summer car tyres last an average of nearly 5,000 miles longer than the average mileage for a group of well-known competitor brands.

The data was collected over a two year period*, from trials involving Michelin Energy Saver +, CrossClimate, Latitude Sport 3, Pilot Sport 4 and Primacy 3 tyres versus comparable fitments from five manufacturers in each product group. Other brands tested included Bridgestone, Continental, Dunlop, Goodyear, Hankook, Nokian, Pirelli and Vredestein.

The DEKRA results demonstrated that a set of Michelin tyres travelled an average of 4,977 miles further before needing to be replaced – the equivalent of 5.7 trips from London to John O’Groats.

Commenting on the results, Andy Fern, Michelin’s Head of Fleet, says: “This performance advantage is equivalent to more than three months** of additional motoring for a company vehicle before needing to change tyres. That represents a very real saving in expenditure and downtime.

“It is further evidence of why Michelin tyres remain such a popular choice for fleets and leasing companies. Downtime has always been a key consideration for fleets, and for leasing companies a 5,000-mile advantage per set of tyres can have a noticeable impact on the total number of tyres fitted over the life of the contract. There’s also a sound environmental argument for fitting the brand of tyre which will last the longest.”

Michelin invests more than €700m in research and development every year, which enables it to design new generations of tyres offering the optimum blend of longevity, fuel-efficiency, safety, road handling and comfort – an essential combination of factors known as ‘Michelin Total Performance’.

The DEKRA testing was notable for including Michelin’s multi-award winning CrossClimate tyres – the world’s first summer tyre with winter capabilities. The Michelin CrossClimate tyre range has been named Fleet News Best New Product 2016, as well as winning the prestigious Innovation Award at the Van Fleet World Honours 2016.

* Test results conducted by DEKRA TEST CENTRE at the request of Michelin, in 2014 or 2015 depending on the ranges, gap between average miles for Michelin ranges (Michelin Energy Saver +, Michelin Pilot Sport 4, Michelin Primacy 3, Michelin Pilot Super Sport, Michelin CrossClimate, Michelin Latitude Sport 3) and average miles for competitors' tyres: Bridgestone (Ecopia EP150, Potenza S001, Turanza T001, Dueler H/P Sport), Continental (ContiEcoContact 5, ContiSportContact 5, ContiPremiumContact 5, ContiSportContact 5P AO, ContiSportContact 5 SUV), Dunlop (Sport BluResponse, Sport Maxx RT, SP QuattroMaxx), Goodyear (EfficientGrip Performance, Eagle F1 Asymmetric 2, Vector 4Seasons Gen-2, Eagle F1 Asymmetric SUV), Pirelli (Cinturato P1 Verde Ecoimpact, P Zero, Cinturato P7 Ecoimpact, P Zero Silver, Cinturato All Season, P Zero Rosso), Hankook (Kinergy 4S, Ventus S1 Evo2 SUV), Vredestein (Quatrac 5), Nokian (Weatherproof), rounded to the nearest 100 miles. Actual calculated average = 4,977 miles.

** [Department for Transport – Annual National Travel Survey – England 2014](#) – states the average mileage for a company car in England is 18,600 miles per annum.

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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