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Michelin CrossClimate+ tyres offer consistent through-life traction in snow

Fleets currently taking advantage of the year-round traction offered by Michelin's multi-award-winning CrossClimate tyres will soon also enjoy improved through-life performance in snow, as Michelin launches the CrossClimate+.

Set for a January/February 2017 launch in 15- to 18-inch tyre sizes, Michelin CrossClimate+ fitments expand on the range's unique status as a summer tyre with winter capabilities by offering excellent traction on snow-covered roads, from the first mile to the last – with little difference in performance as the tyre tread wears down.

Jamie McWhir, Customer Engineering Support Manager at Michelin, says: "With the introduction of the new CrossClimate+ tyres, fleets can enjoy long-term, reliable performance and grip in every road condition, including on snow-covered roads, from the second the CrossClimate+ tyres are fitted right down to their removal when they reach the statutory minimum of 1.6mm."

Michelin's CrossClimate+ tyres are designed to counter changeable weather – such as that constantly afflicting the UK's roads. CrossClimate+ tyres also offer the benefits of a summer tyre for dry and wet braking, energy efficiency and total mileage, while also boasting the braking performance and traction of a winter tyre on cold and snow-covered roads.

By fitting CrossClimate+ tyres, fleet managers can maximise uptime, road safety and duty of care year-round, while also enjoying the durability, longevity and low total cost of ownership inherent to every Michelin tyre.

This helps to reduce the number of wheel interventions, cuts fitting costs, improves uptime and negates expenditure on 'tyre hotels' for out-of-season storage.

CrossClimate-series tyres have enjoyed a high profile in the fleet sector since their launch in 2015, with major fleets including British Gas, business class car service Addison Lee, and multiple emergency services being amongst the highest profile adopters.

Michelin CrossClimate tyres have also been named *Fleet News*' Best New Product 2016, as well as clinching the *Van Fleet World* Innovation Award 2016, and winning the innovation category of the 2016 *BusinessCar* 'Techies'.

CrossClimate+ fitments are to gradually replace the Michelin CrossClimate tyres, and will be available in a growing number of dimensions, as the range expands even further.

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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)

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