

Stoke-on-Trent, October 16, 2017

Independent tests show Michelin's new Primacy 4 tyres last 11,000 miles longer, putting them miles ahead of the competition

Michelin's new Primacy 4 tyre range could dramatically cut costs for fleet owners, lasting an average 11,000 miles longer than those manufactured by direct competitors.

Furthermore, the Primacy 4 provides a high level of performance on dry and wet roads, from the first use until worn to the 1.6mm legal wear indicator.

Jonathan Layton, Head of Fleet at Michelin, says: "The long-lasting performance of the Primacy 4 could lead to notable financial and environmental benefits, potentially saving a high mileage fleet vehicle a set of tyres over the life of a contract.

"The tyres are also safe when new and safe when worn, which only serves to heighten their strong appeal to the fleet market."

Thanks to the use of latest generation elastomers and an optimised tread pattern that reveals squarer and less tapered grooves, the Primacy 4 delivers a very high level of wet grip and water clearance – even when the tyre is worn.

Based on independent wet braking testing by DEKRA with a VW Golf Mk7 running on popular 205/55 R16* size tyres, the Primacy 4 was found to brake, on average, 0.9m shorter than the average of competitor tyres. And when worn**, it was shown to brake 2.8m shorter than the average of other manufacturers' tyres.

Making life even easier for fleet bosses, the Primacy 4 simplifies the reading of its wear level. In addition to a traditional wear indicator on the shoulder, it also has a Michelin marking at the bottom of the tread grooves. These two methods allow drivers to quickly and simply identify the wear level of their tyres.

Layton adds: "The Primacy 4 lasts an average of 11,000 miles*** more than our direct competitors, confirming the long-lasting performance of the new Michelin tyres. It's another concrete demonstration of our core ethos – motorists must be able to drive safely, throughout the life of the tyre, right down to 1.6mm."

Michelin Primacy 4 – which went up against multiple premium brands during the DEKRA tests – will be launched in 64 sizes from January 2018, to fit wheels ranging from 15 to 18 inches.

* Wet braking test, between 80 and 20 kph, conducted by TÜV SÜV product service, at Michelin's request, between June and July 2017, on dimension 205/55 R16 91V on VW Golf 7 comparing MICHELIN PRIMACY 4 versus BRIDGESTONE TURANZA T001 EVO ; CONTINENTAL PREMIUM CONTACT 5 ; DUNLOP BLURESPONSE ; GOODYEAR EFFICIENT GRIP PERFORMANCE ; PIRELLI CINTURATO P7 BLUE competitors.

** New and Worn (worn means 2 mm tread depth), on 205/55 R16 91V MICHELIN PRIMACY 4, is above the R117 European regulation wet grip threshold.

*** Test conducted by DEKRA TEST CENTRE, at Michelin's request, between June and July 2017, on dimension 205/55 R16 91V on VW Golf 7 comparing MICHELIN PRIMACY 4 versus BRIDGESTONE TURANZA T001 EVO ; CONTINENTAL PREMIUM CONTACT 5 ;



DUNLOP BLURESPONSE ; GOODYEAR EFFICIENT GRIP PERFORMANCE ; PIRELLI CINTURATO P7 BLUE competitors. Longevity test run in average real usage (D50) with 10,000 km run and estimated longevity at 1.6mm.

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 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 187 million tyres in 2016. (www.michelin.com)

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