

Stoke-on-Trent, April 11, 2018

Michelin launches its first fuel saving tyre for regional transport

Michelin has launched a brand-new tyre range aimed at regional haulage operations where fleet bosses place a priority on fuel saving. The introduction of the Michelin X Multi Energy marks the first time the company has launched a dedicated fuel-saving tyre outside of the typical long-distance trunking sector.

Its arrival is the next step in Michelin's product replacement strategy for the popular X MultiWay 3D regional tyre, which began with the launch of the first sizes in the new X Multi range in 2017 – a tyre which matches its predecessor's fuel efficiency yet delivers up to 20 per cent more mileage.

Michelin says extensive testing with its new X Multi Energy has demonstrated a fuel saving of up to 1.2 litres per 100 km compared to the X MultiWay 3D (using the VECTO* calculation), whilst equalling its predecessor's proven mileage potential.

Using the EU VECTO tool, Michelin has calculated that the new X Multi Energy tyres can save 1.1 litres of fuel per 100 km over the average of its three premium competitor rivals, which equates to a saving of more than €3,000 over a five- to seven-year truck lifecycle.

Chris Smith, Sales Director B2B for Michelin in the UK and Ireland, says: "This new X Multi Energy is a first for Michelin, and operators in the UK and Ireland are ideally positioned to benefit from it given that regional haulage accounts for a significant proportion of all on-road missions. It gives regional hauliers and own-account operators a clear choice dependent on their preference for tyre longevity or fuel saving."

Fuel is the second highest cost for haulage operators and industry trends are towards cleaner, 'greener' transport, with the EU Commission developing a road map to reduce the CO₂ emissions from road transport. The EU has developed a tool, VECTO, which calculates the fuel consumption and CO₂ emissions of trucks. From 1 January 2019 all OEMs must declare the CO₂ emissions for their new trucks** sold on the European market, as calculated by the VECTO tool.

Smith adds: "This launch means regional operators can now make a clear choice in favour of fuel saving and CO₂ reduction. Our larger customers tell us this is becoming increasingly important as most tender documents and contracts are demanding a low CO₂ operation. This makes X Multi Energy the perfect solution – bringing all of the experience we've gained with the X Line Energy long-distance product, to regional operators for the first time."

Fuel costs are high on the agenda for all road transport companies, but surprisingly few appreciate that it is the tyres that are responsible for one third of the fuel consumption of a typical tractor unit and trailer combination. Aerodynamic drag and internal mechanical friction are responsible for the remainder.

This industry leading performance is the result of three innovative Michelin technologies: Infinicoil, Regenion and Powercoil which feature in both the drive axle and all-round tyre fitments.

Infinicoil is a continuous steel wire, up to 400 metres long, wrapped around the tyre to provide greater tread stability and results in enhanced fuel savings, and increased tyre life.

Regenion technology (a result of intricate 3D metal printed moulds) produces regenerating tread blocks which evolve as the tyre wears. This maintains the void ratio in the tread pattern, and consequently the water clearing capability and grip throughout the tyre's life.

Powercoil is the new generation of more robust steel casing cables; these are lighter and provide better endurance and help reduce the rolling resistance.

Designed to be regrooveable and retreadable via the Michelin Remix process, the Michelin X Multi Energy also has both the 3PMSF (Three Peak Mountain Snowflake) and M+S (Mud + Snow) markings which are testament to the tyre's high level of grip in all weather conditions.

As a consequence of the ultra-low rolling resistance and fuel economy, the Michelin X Multi Energy is being fully adapted and homologated by all the major truck OEMs, and is available on the replacement market with immediate effect as a 315/70 R 22.5, in both all-round fitment and drive axle patterns.

For further information on the Michelin commercial vehicle tyre range visit <http://trucks.michelin.co.uk/>

Ends

*VECTO = Vehicle Energy Comparison Calculation Tool. Developed by the European Commission with JRC, IVT and TUV GRAZ it aims to give more information to customers to know the CO₂ emissions of the truck they buy/use, and introduce thresholds to reduce emissions. For more information: <https://ec.europa.eu/jrc/en/publication/report-vecto-technology-simulation-capabilities-and-future-outlook>

**Trucks > 16 tonnes from 01/01/2019; trucks > 7.5 tonnes from 01/01/2020.

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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