

# **MICHELIN**

**LAUNCHES THE NEW UPDATED**

# **X MULTI**

**REGIONAL TYRE RANGE!**



**APRIL 2017**

**PRESS KIT**

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01.

## MICHELIN LAUNCHES THE NEW UPDATED **X MULTI REGIONAL TYRE RANGE!**

Michelin announces the launch of the next generation of its most popular heavy truck tyre range for short to medium distance transport companies; the **MICHELIN X Multi** regional tyre. Official testing has shown the next-generation fitments deliver 15 to 20 per cent more mileage than the current **MICHELIN X MultiWay 3D** series, at no extra cost.

Designed to blend the lowest cost per kilometre with outstanding grip in all weather conditions – from the first millimetre of tread to the last – **the new tyres will initially be available from April in four key fitments:** **315/70 R 22.5** all-position and drive tyres and **385/55 R 22.5** steer and trailer tyres. The X Multi range will be expanded with the launch of 295/60 R 22.5 and 315/60 R 22.5 X Multi D in September 2017 and then the **315/70 R 22.5 X Multi D Remix** early in 2018.

Innovation is at the heart of Michelin's product development and this new range of tyres incorporates the latest technologies of **REGENION™**, **INFINICOIL™**, **POWERCOIL™** and **CARBION™**, which all help deliver extra value and performance to hauliers. Fleet and tyre management will also be simplified as a result of an RFID chip integrated into each **MICHELIN X Multi** tyre. As 'connected tyres' this new range will offer access to a number of digital services, enabling individual tyre identification, improved fleet and stock management, and improved traceability of operations.

**POWERCOIL** technology is a new generation of lighter, yet more robust steel cables which means that the tyre is lighter but with no loss of strength or endurance.

**INFINICOIL** is a continuous steel wire – which can be as long as 400 metres – wrapped around the tyre to provide it with greater stability throughout its lifetime, giving the tyre more robustness and durability.

**REGENION** technology features self-regenerating tread blocks which include hidden grooves that appear as the tread wears to maintain grip, traction and safety throughout the tyre's life.

**CARBION** is a material resulting from an innovative mixing process in which certain tread components are mixed when in a liquid state, resulting in a more uniform material. This material increases the mileage performance of the tyre and improves its rolling resistance to allow fuel savings.



**Serge Lafon,**

Product Line Director for Truck & Bus, says:

*The new MICHELIN X Multi regional tyres will offer outstanding grip and greatly improved longevity, and as they are the same cost as the previous range, underline Michelin's commitment to ensuring the lowest total cost of ownership for our customers.*

Like all of Michelin's heavy truck tyres, the **MICHELIN X MULTI** range is constructed using Michelin's renowned high-quality casing which means it can be regrooved and is retreadable using the **MICHELIN REMIX** process. This offers operators a way to further save costs by getting the full use of the tyre in terms of the available tread rubber and the casing – both of which help improve the overall environmental performance of the tyre.

# 01.

FITMENTS AVAILABLE IN:



## APRIL 2017:

385/55 R 22.5

315/70 R 22.5

315/70 R 22.5

385/55 R 22.5

**MICHELIN X® MULTI™ F**

**MICHELIN X® MULTI™ Z**

**MICHELIN X® MULTI™ D**

**MICHELIN X® MULTI™ T2**

## SEPTEMBER 2017:

295/60 R 22.5

315/60 R 22.5

**X® MULTI™ D**

**X® MULTI™ D X**

## FIRST QUARTER 2018:

315/70 R 22.5

**X® MULTI™ D Remix**

02.

## MICHELIN **X MULTI F**

The new **MICHELIN X MULTI F** is a 385/55 R 22.5 steer axle tyre designed to cut operating costs on regional and national haulage operations and offers a potential mileage increase of up to 20 per cent compared with its predecessor\*.

Designed for all road types encountered in regional and national haulage operations, the **MICHELIN X MULTI F** features a new generation of tread rubber that allows a reduction in original tread depth without negatively affecting mileage performance. This reduced tread depth means that there is less movement in the tread, which in-turn reduces heat build-up and therefore wear.

Another factor which helps improve tyre life is that the tread area of the **MICHELIN X MULTI F** is 6mm wider than its predecessor\*. This has the effect of optimising the tread's contact patch with the road surface and slowing the wear rate even further.

As well as offering improved longevity, the **MICHELIN X MULTI F** also offers high levels of safety in a variety of difficult weather conditions. This is made possible by the combination of the new rubber compound and the inclusion of Delta sipes in the tread pattern. These Delta sipes are deep, specifically designed, cuts strategically placed in some of the tread blocks, which improve braking and cornering grip in winter conditions and on slippery road surfaces. In addition, the sipes are aligned with the direction of rotation to establish an even wear pattern in the early life of the tyre, another factor in improving tyre life.

The **MICHELIN X MULTI F** is graded B for rolling resistance under the EU tyre labelling scheme. This ensures operators can be confident that they are using one of the most fuel efficient tyres in its class, thus optimising the fuel consumption of their vehicles.



\* Internal test (2015): A tractor unit fitted with 385/55 R 22.5 MICHELIN X MULTI F compared with a tractor unit fitted with 385/55 R 22.5 MICHELIN XFA ENERGY AS.

03.

## MICHELIN X MULTI Z

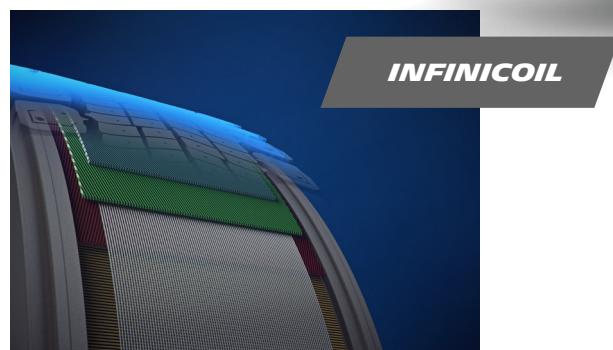
The new **MICHELIN X MULTI Z** is a 315/70 R 22.5 all positions tyre which is designed to cut operating costs on regional and national haulage operations and offers a potential mileage increase of up to a 15 per cent compared with its predecessor\*.

Designed for all road types encountered in regional and national haulage operations, the **MICHELIN X MULTI Z** features a new generation of tread rubber that allows a reduction in original tread depth without negatively affecting mileage performance. This new **REGENION** technology, made possible by innovative 3D metal printing, enables the moulding of self-regenerating tread blocks which include hidden grooves that appear as the tread wears. These hidden grooves ensure that grip, traction and safety are at an optimum level across a wide range of weather conditions throughout the life of the tyre – from the first kilometre to the last.

**REGENION** also improves the life of the tyre. With this technology, the tread pattern is more closed and rigid, which has the effect of optimising the tread's contact patch with the road surface and slowing the wear rate even further, increasing the mileage potential.

As well as offering improved longevity, the **MICHELIN X MULTI Z** also offers high levels of safety in a variety of difficult weather conditions. The new generation of tread rubber, once again benefiting from the **REGENION** technology, offers a very high level of grip throughout the life of the tyre, whatever the conditions. In particular, the 3PMSF marking demonstrates the performance and safety in winter conditions.

The **INFINICOIL** technology, a continuous steel wire – which can be as long as 400 metres – wrapped around the tyre to provide it with greater stability throughout its lifetime, gives the **MICHELIN X MULTI Z** an increase in robustness and durability.



\* Internal test (2014): A tractor unit fitted with 315/70 R 22.5 MICHELIN X MULTI Z compared with a tractor unit fitted with 315/70 R 22.5 MICHELIN X MULTIWAY 3D XZE.

04.

## MICHELIN **X MULTI D**

The latest generation of the **MICHELIN X MULTI D** is a 315/70 R 22.5 drive axle tyre which is designed to reduce operating costs on regional and national haulage operations by offering up to a 20 per cent increase in mileage potential compared with its predecessor\*.

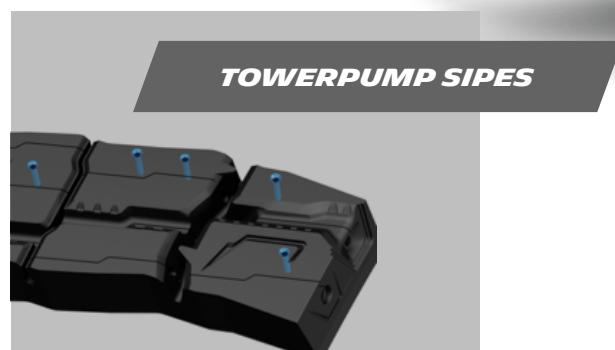
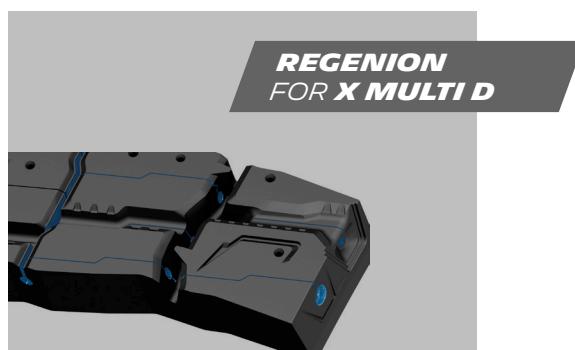
Designed for all road types encountered in regional and national haulage operations, the **MICHELIN X MULTI D** features a number of patented Michelin innovations, including a new generation of tread rubber, which increases tyre life and improve safety.

The **REGENION** tread pattern is more closed and rigid, which improves tyre life. This tread pattern also features self-regenerating tread blocks which include hidden grooves that appear as the tread wears. These hidden grooves ensure that grip, traction and safety are at an optimum level across a wide range of weather conditions throughout the life of the tyre – from the first kilometre to the last.

Tower Pump sipes are included in the tread blocks and these small tubular sipes help evacuate water using a pumping action to improve grip in wet conditions.

To improve its environmental performance the **MICHELIN X MULTI D** features **POWERCOIL** technology in the casing construction: this new generation of lighter, yet more robust steel cables means that the tyre is lighter but with no loss of strength or endurance.

Reinforcing the green credentials of the **MICHELIN X MULTI D** is the low noise level this tyre emits during use. The compact and rigid tread blocks, combined with a moulded anti-noise barrier in the form of rubber blocks in the circumferential outer grooves near the shoulder, reduce the 'organ pipe' effect which is the main source of tread noise.



\* Internal test (2016): A tractor unit fitted with 315/70 R 22.5 MICHELIN X MULTI D compared with a tractor unit fitted with 315/70 R 22.5 MICHELIN X MULTIWAY 3D XDE.

05.

## MICHELIN **X MULTI T2**

The new **MICHELIN X MULTI T2** is a 385/55 R 22.5 trailer axle tyre which is designed to cut operating costs on regional and national haulage operations. It offers a potential mileage increase of up to a 20 per cent compared with its predecessor\*.

Designed for all road types encountered in regional and national haulage operations, the **MICHELIN X MULTI T2** features a new generation of tread rubber. Another factor which helps improve tyre life is that the tread area of the **MICHELIN X MULTI T2** is 6mm wider than its predecessor\*. This has the effect of optimising the contact patch with the road surface and slowing the wear rate even further.

The tread pattern incorporates the new **REGENION** and **CARBION** technologies. The first one allows the tread pattern to be more closed and rigid, which has the effect of optimising the contact patch with the road surface and slowing the wear rate even further, improving the life of the tyre. **CARBION** technology is a material resulting from an innovative mixing process in which certain tread components are mixed when in a liquid state, resulting in a more uniform material. This material increases the mileage performance of the tyre and improves its rolling resistance to allow fuel savings.

The **REGENION** tread pattern also features self-regenerating tread blocks using 3D metal printing techniques, which include hidden grooves that appear as the tread wears, ensuring high levels of grip across a wide range of weather conditions, and help in the evacuation of water in wet conditions.



\* Internal test (2015): tractor & semi-trailer 3 axles fitted with 385/55 R 22.5 MICHELIN X MULTI T2 compared with tractor & semi-trailer 3 axles fitted with 385/55 R 22.5 MICHELIN X MULTI T.



# MICHELIN **IN NUMBERS AND LANDMARK DATES**

FOUNDED:	<b>1889</b>
PRODUCTION FACILITIES:	<b>68</b> factories in <b>17 countries</b>
STAFF:	<b>111, 700</b> employees worldwide
RESEARCH AND DEVELOPMENT:	More than <b>6, 000</b> research staff working in three continents (North America, Europe and Asia)
RESEARCH AND DEVELOPMENT BUDGET (2016):	More than <b>€700 million</b>
ANNUAL PRODUCTION:	<b>184 million</b> tyres, plus more than <b>16.5 millions</b> maps and guides sold in <b>170</b> countries and <b>1.2 billion itineraries</b> computed by ViaMichelin in 2015.
NET REVENUE (2016):	<b>€ 20.9 billion</b>

The mission of tyre industry leader Michelin is to actively contribute to sustainable mobility by designing, manufacturing and distributing tyres that meet the needs of its customers and by developing services and solutions that make mobility increasingly efficient. In addition to marketing products that uniquely enhance the travelling experience of its customers, Michelin also develops high-technology materials for use in mobility-related industries. Based in Clermont-Ferrand, France, Michelin operates in 171 countries with a total staff of 111,700 worldwide. It has 68 manufacturing facilities in 17 countries which made 184 million tyres in 2015 ([www.michelin.com](http://www.michelin.com)).