

INTRODUCING THE NEW PERFORMANCE VERSIONS OF THE **MICHELIN FORCE** AND **MICHELIN WILD**

TWO TYRE RANGES DESIGNED FOR CROSS-COUNTRY AND ALL-MOUNTAIN RIDING – SPECIFICALLY TAILORED FOR SPORTIER USE

After launching its Cross-Country and All-Mountain ranges in 2017 – aimed at mountain-bikers in search of outright performance – Michelin is now extending the range with three new improved tyres. Perfectly complementing one another and intended for sporting purposes, they draw upon the very best of Michelin's technological prowess. These Performance tyres join the brand's existing Competition range.

The popular disciplines of Cross-Country and All-Mountain biking call for optimum grip to instil confidence and prioritise safety, as well as durability and rugged strength in order to guard against punctures and other potential damage. The ultimate goal never changes – to generate maximum enjoyment when competing in these two demanding disciplines.

Due to its 6,000 strong R&D team and annual €641 million investment in new product development, Michelin is able to offer a number of particularly significant innovations for these new ranges which employ new materials to deliver greater grip courtesy of 'GumX +' technology, while simultaneously employing 'Shield Technology', which optimises casing strength.

Intended for sporting use in Cross-Country competitions, the **MICHELIN FORCE XC** provides outstanding grip, agility and performance on both hard and soft ground. This lightweight tyre benefits from Tubeless technology and promises both first-class protection against punctures and high efficiency, especially when cornering. This is achieved by using the same profile as the brand's **MICHELIN FORCE XC** competition tyres, with identical tread blocks.

For All-Mountain and Trail aficionados, meanwhile, Michelin is offering new versions of its competition-honed **MICHELIN FORCE AM** and **MICHELIN WILD AM** tyres.

The names and uses are identical, with the MICHELIN FORCE AM producing pinpoint precision and agility, designed with harder and drier ground in mind. The grip generated by the tread and rubber compound – allied to the strength of the Trail Shield casing – ensures maximum safety for all off-road users.



The **MICHELIN WILD AM** is intended for mixed-terrain use and similarly offers maximum safety and enjoyment in sporting scenarios. Grip is assured by a tread pattern design that has been carefully adapted to cope with the demands placed on the front tyre, while its robust nature is achieved courtesy of Bead 2 Bead Protection and the Trail Shield casing.

These three new Cross-Country and All-Mountain tyres from **Michelin's Performance range** will go on sale early in 2018. The 27.5+ versions will be available from June.

27.5X2.25 FORCE XC PERFORMANCE LINE TS TLR	January 2018
29X2.25 FORCE XC PERFORMANCE LINE TS TLR	January 2018
26X2.10 FORCE XC PERFORMANCE LINE TS TLR	January 2019
26X2.25 FORCE AM PERFORMANCE LINE TS TLR	January 2019
27.5X2.35 FORCE AM PERFORMANCE LINE TS TLR	January 2018
27.5X2.60 FORCE AM PERFORMANCE LINE TS TLR	January 2018
27.5X2.80 FORCE AM PERFORMANCE LINE TS TLR	June 2018
29X2.35 FORCE AM PERFORMANCE LINE TS TLR	January 2018
27.5X2.35 WILD AM PERFORMANCE LINE TS TLR	January 2018
27.5X2.60 WILD AM PERFORMANCE LINE TS TLR	June 2018
27.5X2.80 WILD AM PERFORMANCE LINE TS TLR	June 2018

ALL MOUNTAIN			
	HARD/DRY TERRAIN	MIXED TERRAIN	SOFT TERRAIN
COMPETITION LINE	MICHELIN FORCE AM	MICHELIN WILD AM	MICHELIN wild MUD
PERFORMANCE LINE	MICHELIN FORCE AM	MICHELIN WILD AM	MICHELIN wild MUD
CROSS-COUNTRY			
COMPETITION LINE	MICHELIN JET XCR	MICHELIN FORCE XC	MICHELIN wild MUD
PERFORMANCE LINE	MICHELIN FORCE XC		

➤ To download the images, please find the following link:
https://mediaevent.michelin.com/PRESS/02_PNEUS-TYRES/2ROUES-2WHEELS/VELO/MTB/MTB-2018/ALL-MOUNTAIN/

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