



**NEW**  
**MICHELIN**  
**ENDURO**  
MOTORCYCLE TYRE RANGE



PRESS KIT  
**ISDE – BRIVE-LA-GAILLARDE**  
**AUGUST 2017**

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# Contents

01. ***PRESENTING THE NEW MICHELIN ENDURO MOTORCYCLE TYRE RANGE***
02. ***THE NEW MICHELIN ENDURO RANGE IN DETAIL***
  - Fully revised
  - What the riders say
  - Streamlined
03. ***MICHELIN IN BRIEF***

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**Photos and illustrations available to download at**  
[http://mediaevent.michelin.com/PRESS/02\\_PNEUS-TYRES/2ROUES-2WHEELS/NOUVELLE%20GAMME%20ENDURO%20MOTO/](http://mediaevent.michelin.com/PRESS/02_PNEUS-TYRES/2ROUES-2WHEELS/NOUVELLE%20GAMME%20ENDURO%20MOTO/)

The same link will take you to all communication documents published on the subject of the new MICHELIN Enduro motorcycle tyre range

**FIM Enduro World Championship results:**  
<http://www.endurogp.org/fr/results/all>

**Live timing:**  
<http://www.enduro-live.info/>

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# 01

## PRESENTING THE NEW MICHELIN ENDURO MOTORCYCLE TYRE RANGE

For the first time, Michelin is a partner of the 2017 FIM International Six Days of Enduro (ISDE) which is taking place this year in Brive-la-Gaillarde, France, from 28 August to 2 September.

Michelin has chosen to take advantage of this world-renowned competition to announce the launch of its latest enduro tyres which took four years to develop.

In addition to having been streamlined compared with the previous collection, the new **MICHELIN Enduro** range was carefully conceived to cover a wide variety of terrains with the availability of a choice of medium and hard versions.

Thanks to these new compounds, as well as the new tyres' tread pattern and construction, the range delivers outstanding grip in dry and wet conditions alike, without sacrificing durability.

The ability of an enduro tyre to adhere to the ground is clearly a fundamental quality which equates to greater precision and a significant improvement in obstacle-clearing ability, not to mention real time savings for competitors. It is also essential to combine safety and enjoyment for those riders for whom enduro is more of a leisure activity.

The development of the new **MICHELIN Enduro** range – which involved professional riders *Mathias BELLINO*, *Julien GAUTHIER* and *Emmanuel ALBEPART* – put the latest tyres through their paces in extreme conditions and benefited from input from some of the sport's top riders to ensure they meet the needs of all users, however demanding.



# 02

## THE NEW MICHELIN ENDURO RANGE IN DETAIL

### A fully revised range

Thanks to work on the new tyres' construction and the shape of their tread blocks, the new **MICHELIN Enduro** range delivers improved grip and enhanced shock absorbing capacity compared with its predecessor, not to mention significantly improved obstacle-clearing ability.



Meanwhile, for greater versatility and outstanding grip on wet ground, the range's two latest-generation compounds were designed specifically for off-road use and, combined with the new tread pattern, contribute actively to improving performance.

The new **MICHELIN Enduro** tyres are also 15 percent <sup>(1)</sup> more durable, while the performance they deliver is appreciably more consistent throughout their life.

Last but by no means least, their compatibility with Bib Mousse has been improved.

### What the riders say about the new MICHELIN Enduro range...

**Pascal RAUCHENECKER** (Rockstar Energy Husqvarna Factory Racing): "Michelin's new medium-compound Enduro tyre marks a big step forward, especially on slippery and stony ground where it gives you more grip and traction. It provides you with the stability and response you need to go where you want to be."

**Mathias BELLINO** (Rockstar Energy Husqvarna Factory Racing): "The front is a tremendous new recruit! Personally, I always fit the MICHELIN Enduro Competition 6 which is a tyre I particularly appreciate, especially when riding over exposed roots and stones, etc. Until now, though, I lacked an alternative for drier, clearer terrain. The new medium fills that gap perfectly."

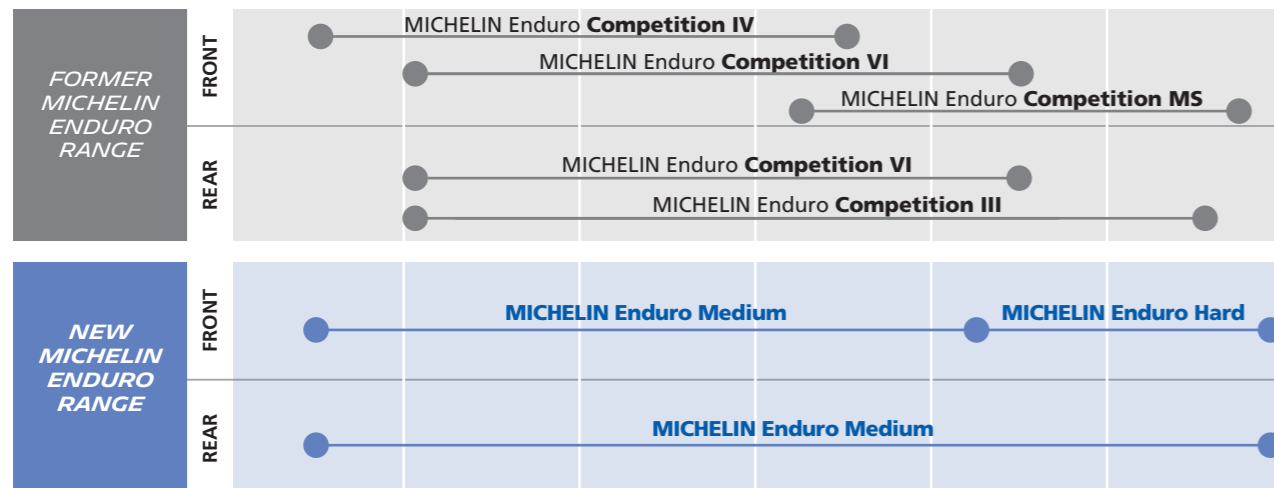
"As far as the rear is concerned, Michelin has a really great tyre which genuinely covers all types of conditions, from dry to muddy and grippy, etc. Its one small shortcoming, though, is over wet stones and bedrock. The new tyre Michelin has developed covers exactly this sort of situation, giving excellent grip on stones and exposed roots in damp weather."

**Antti HELLSTEN** (Rockstar Energy Husqvarna Factory Racing): "The new medium rear MICHELIN Enduro has a lot of comfort and flex which both contribute to rear shock absorbing. I feel confident with this new tyre."

<sup>(1)</sup>According to the results of DEKRA tests carried out in September 2016 and January 2017.

## A streamlined range

Michelin has also taken care to streamline its **MICHELIN Enduro** range which offers a choice of two fronts and one rear:



Les dimensions de la nouvelle gamme MICHELIN Enduro sont :

FRONT	<b>MEDIUM</b>	90/90-21 M/C 54R ENDURO MEDIUM F TT
	<b>HARD</b>	90/100-21M/C 57R ENDURO MEDIUM F TT
REAR	<b>MEDIUM</b>	120/90-18 65R ENDURO MEDIUM R TT
		140/80-18 70R ENDURO MEDIUM R TT



## MICHELIN IN BRIEF

FOUNDED:	<b>1889</b>
PRODUCTION:	<b>68</b> production facilities in <b>17 countries</b>
STAFF:	<b>111,700</b> worldwide
RESEARCH AND DEVELOPMENT:	More than <b>6,000</b> R&D staff working on three continents (North America, Europe and Asia)
R&D BUDGET (2016):	More than <b>€700 million</b>
ANNUAL PRODUCTION:	<b>184 millions</b> tyres and more than <b>16,5 millions</b> maps and guides sold in more than <b>170</b> countries, plus <b>1,2 billion routes calculated</b> by ViaMichelin in 2015
NET SALES (2016):	<b>€20.9 billion</b>

Michelin, the leading tire company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, 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 171 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 187 million tires in 2016. ([www.michelin.com](http://www.michelin.com))

