

New Alpine A110 equipped with MICHELIN Pilot Sport 4 tyres

At the 2017 Geneva Motor Show, Alpine presented its new A110 First Edition fitted with MICHELIN Pilot Sport 4 tyres in 205/40 ZR 18 front and 235/40 ZR 18 rear sizes and following this, all 1,955 production models will also be exclusively equipped with these tyres.

When designing the tyres, Michelin's engineers had to ensure that the tyres complemented the character of the car. To achieve this, the extensive development process took place over two years and more than 3,000 kilometres were driven on tracks including the Michelin Technology Center in Ladoux, Charade Circuit in France and at Idiada in Spain.

Commenting on the tyre, Pierre Chaput, Michelin Tyre Developer said: 'The demands of Alpine's engineers prompted us to develop very high-technology tyres which were perfectly adapted to the character of their new car. This meant that we had to combine a high level of sportiness in extreme driving conditions with agility of the vehicle when driven on a daily basis'.

The result of this development was a special version of the MICHELIN Pilot Sport 4 which features a bespoke high-performance tread rubber compound along with a specially designed aramid belt. However, these elements do not involve any compromises in the other performance characteristics of the tyres as they have been graded A in wet grip and C in rolling resistance under the EU tyre labelling programme – a prime example of Michelin's Total Performance strategy.

In addition, the tyre has a refined and premium look due to the use of Premium Touch effect markings on the sidewall.

Michelin and Alpine have enjoyed a fruitful collaboration over many years. This relationship has been punctuated by numerous motor sport victories with the highlight being victory in the World Rally Championship in 1973.

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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 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 184 million tires in 2015. (www.michelin.com)

