

MICHELIN INTRODUCES PILOT SPORT ⁴ S TO NORTH AMERICAN MARKET AT NAIAS

DETROIT, Jan. 10, 2017 – Michelin introduced its newest ultra-high-performance tire – the MICHELIN Pilot Sport ⁴ S – today at the North American International Auto Show. The product succeeds the MICHELIN Pilot Super Sport, which is widely recognized as the industry-leading ultra-high-performance tire for original equipment and replacement applications.

Jean-Dominique Senard, CEO of Michelin Group, said in a press conference at NAIAS: “When manufacturers design and build the greatest cars, they overwhelmingly choose Michelin and the Pilot tire line to connect them with the road and enable the very spirit of the machine. The Pilot Sport ⁴ S will be the next great tire in our Pilot family line-up, with more than 60 original equipment fitments currently under development.”

Designed for sports cars and high-performance vehicles, the tire combines the best aspects of the Pilot Super Sport with key attributes of the Pilot Sport Cup 2. The Pilot Sport ⁴ S solves the pleasure and safety equation for performance enthusiasts, offering unprecedented driving pleasure, exceptional steering precision and tremendous directional stability, while also providing maximum grip on wet or dry roads.

Commissioned third-party track tests in Germany against five top ultra-high-performance tire competitors ranked the Michelin Pilot Sport ⁴ S first in the following areas:

- first in dry braking¹
- first in wet braking²
- first in dry lap times³

Michelin is involved in motorsport disciplines worldwide and uses competition as a laboratory for accelerated development of tire technologies, which are then used in the development of its production tires. Data collected during racing, mostly from confidential tire technologies or rubber compound recipes, enable Michelin’s engineers to validate their findings. The Michelin Pilot Sport ⁴ S uses construction methods and materials directly developed in competitions such as the FIA World Endurance Championship (WEC) and its flagship event the 24 Hours of Le Mans, Formula E and the World Rally Championship (WRC).

The Pilot Sport ⁴ S bears a (Y) speed rating (186+ mph). The tire is commercially available in Europe starting this month, and available in the United States starting in March. The product line initially includes 35 sizes, in widths ranging from 225mm to 345mm, aspect ratios from 30 to 45, and rim diameters from 18 to 20 inches.

The tire’s aesthetic design complements the vehicles it fits, featuring Michelin’s patented velvet sidewall branding, called Premium Touch Design, and a rim protector that will help avoid contact between the wheel rim and curb. The Pilot Sport ⁴ S will be produced at Michelin plants in Greenville, S.C., and Clermont-Ferrand, France.



¹ Based on commissioned third-party dry braking tests conducted by TÜV SÜD in Papenburg and Memmingen, Germany, from 62 mph to 0 mph comparing the MICHELIN® PILOT® Sport 4 S (110.4 ft. avg. stopping distance) versus the Bridgestone® Potenza™ S-04 Pole Position™ (115.3 ft. avg. stopping distance), Continental® ExtremeContact™ DW (117.4 avg. stopping distance), Pirelli® P ZERO™ (116.5 ft. avg. stopping distance), and Goodyear® Eagle® F1 Asymmetric 3 (115.3 ft. avg. stopping distance) in tire size 255/35ZR19 96Y using a 2016 AUDI S5 Coupe 3.0 TFSI 333 hp. Actual on-road results may vary.

¹ Based on commissioned third-party wet braking tests conducted by TÜV SÜD in Papenburg and Memmingen, Germany, from 50 mph to 0 mph comparing the MICHELIN® PILOT® Sport 4 S (90.9 ft. avg. stopping distance) versus the Bridgestone® Potenza™ S-04 Pole Position™ (98.2 ft. avg. stopping distance), Continental® ExtremeContact™ DW (98.4 ft. avg. stopping distance), Pirelli® P ZERO™ (97.0 ft. avg. stopping distance), and Goodyear® Eagle® F1 Asymmetric 3 (91.3 ft. avg. stopping distance) in tire size 255/35ZR19 96Y using a 2016 AUDI A5 Sportback 2.0 TDI 177 hp. Actual on-road results may vary.

¹ Based on commissioned 3rd party 1.6 mile circuit lap time tests conducted by TÜV SÜD in Papenburg and Memmingen, Germany, comparing the MICHELIN® PILOT® Sport 4 S (80.33 sec. avg. lap time) versus the Bridgestone® Potenza™ S-04 Pole Position™ (82.05 sec. avg. lap time), Continental® ExtremeContact™ DW (81.72 sec. avg. lap time), Pirelli® P ZERO™ (81.55 sec. avg. lap time), and Goodyear® Eagle® F1 Asymmetric 3 (81.22sec. avg. lap time) in tire size 255/35ZR19 96Y using a 2016 AUDI S5 Coupe 3.0 TFSI 333 hp. Actual on-road results may vary.

About Michelin

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)

