

MICHELIN AND HARLEY-DAVIDSON, SOLID FOUNDATIONS FOR SUCCESS

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PRESS KIT

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MICHELIN

A better way forward



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ALL PHOTOS AND INFORMATION ON:

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THE GIFT

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MICHELIN AND HARLEY-DAVIDSON- SOLID FOUNDATIONS FOR SUCCESS

In the eight years since the two brands have been partners, 1 million Michelin Scorcher tyres have been produced for Harley-Davidson motorcycles. The forecast for 2016 is even more encouraging, now that this range is available across the globe via an expanded network of suppliers. These two world class brands have further increased their synergies while remaining true to the values they share.



JOINT DEVELOPMENT

The partnership between Michelin and Harley-Davidson's technical teams began in 2007, through the joint development of the Michelin Scorcher. This tailored range – which can be recognised by the presence of the two companies' logos on the sidewalls – is unique in that it is the only co-branded range produced by the Michelin Group. In light of the company's international standing, this is a rare exception indeed.

Michelin Scorcher tyres are fitted as original equipment to the following iconic models manufactured by Harley-Davidson: the Street 750, Sportster® Iron 883™, Sportster® SuperLow®, Sportster® Forty-Eight®, Sportster® 1200 Custom, Sportster® SuperLow® 1200T, V-Rod® Muscle, Night Rod® Special, the Dyna® Street Bob®, Dyna® Low Rider®, Dyna Low Rider® S and the Dyna Wide Glide®.

Michelin tyres are currently fitted as standard to 33 percent of the motorcycles produced by Harley-Davidson. Indeed, the impact of this collaboration takes on even greater significance when it is considered that one in every two bikes sold in North America is now a Harley-Davidson.

Until 2015, the Michelin Scorcher range was sold exclusively by Harley-Davidson dealers. However, in evidence of its faith in Michelin's expertise, the American manufacturer has recently made these tyres available through all distribution networks.

The advantages of such a partnership across an increasing proportion of Harley-Davidson products are numerous, not least of which being the opportunity to carefully match the specific features of each motorcycle to the appropriate characteristics of each tyre. This means riders benefit from tyres that have been expressly designed for their bike and that are available both throughout the extensive Harley-Davidson network as well as from all tyre specialists.

SHARED VALUES

It was at the turn of the 20th Century that Michelin and Harley-Davidson were founded on opposite sides of the Atlantic. The year in question was 1889 for the Clermont-Ferrand firm, when André and Edouard Michelin undertook a project to design a detachable bicycle tyre, whilst in a small wooden shed in Milwaukee, Wisconsin in 1903, William S. Harley and Arthur Davidson developed a prototype of a motorised pedal-bike. Purely coincidentally, that same year, Michelin began marketing its first motorcycle tyre – the 'Triomphe'.

Inspired by the core values of innovation and performance that are a hallmark of the brand's DNA, Michelin has always been a major player in the motorcycle industry. Indeed, in 1984, the firm conceived the world's first radial tyre for motorcycles. It went on sale three years later.

Michelin's partnership with Harley-Davidson provides it with an opportunity to hone and develop its expertise and produce a bespoke offering in this segment, by developing and designing tyres that are ideally adapted in terms of both their specification and performance.

MICHELIN AND HARLEY-DAVIDSON IN 10 KEY NUMBERS

1

The Michelin Scorcher is unique in being the Michelin Group's only co-branded tyre.

1

The number (in millions) of Michelin Scorcher tyres sold over the last eight years.

2

The number of factories where Michelin Scorcher tyres are manufactured (Lasarte in Spain and Phra Pradaeng in Thailand).

8

The duration (in years) of the partnership between Michelin and Harley-Davidson.

12

The number of Harley-Davidson models fitted with Michelin Scorcher tyres as original equipment (the Street 750, Sportster® Iron 883™, Sportster® SuperLow®, Sportster® Forty-Eight®, Sportster® 1200 Custom®, Sportster® SuperLow® 1200T, Dyna® Street Bob®, Dyna® Low Rider®, Dyna® Low Rider® S, Dyna® Wide Glide®, V-Rod® Muscle® and the Night Rod® Special).

18

The number of Michelin tyres approved as OEM fitments for Harley-Davidson motorcycles.

20

The number of months taken by Michelin and Harley-Davidson to jointly develop the first Michelin Scorcher.

33

The percentage of motorcycles in the Harley-Davidson range fitted with Michelin tyres as original equipment in 2015.

70

The percentage of Harley-Davidson's tyre needs that Michelin can meet, courtesy of the brand's OEM and replacement offers.

270

The maximum speed rating for the Michelin Scorcher 11 – the first radial tyre designed exclusively for Harley-Davidson motorcycles, and one that guarantees outstanding grip, stability and strength at high-speed.

3

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MICHELIN TYRES FOR HARLEY-DAVIDSON MOTORCYCLES

The conception of the Michelin Scorcher range – expressly manufactured for Harley-Davidson motorcycles – sparked a quest for technological excellence and the very best in the realms of innovation, performance and design. The development of each individual type of tyre required 20 months of development work on average due to the particularly high standard that was targeted.

Michelin and Harley-Davidson's technical experts began their collaboration with the lighter Sportster® models. Michelin partnered with Harley-Davidson and the North American firm adopted radial tyres for the first time - since then the rate of development between the two companies has accelerated at a fast rate.

One of the pillars underpinning their relationship is the co-branding element – very much an exception in Michelin's current line-up. The three existing Michelin Scorcher options are all exclusively reserved for Harley-Davidson, with the logos of both brands appearing on the tyre's sidewalls. «This represents an outstanding commercial asset in that it combines Harley-Davidson's loyal customer base with Michelin's reputation as a well-known and well-respected brand in the areas of reliability and performance,» explains Francis Ferreira, Vice-President Global Marketing and Sales for Michelin's Two-Wheeled Activities.

Michelin Scorcher tyres must simultaneously cater to the wide-ranging technical stipulations of a rigorous brief, the marketing demands of being immediately identifiable as part of the Cruiser range and design requirements in accordance with the sensitivities of Harley-Davidson owners. In keeping with the bikes for which they are designed, these tyres are premium products in perfect harmony with Harley-Davidson's exceptional range.

The Michelin Scorcher range has been fully approved by Harley-Davidson. The Michelin Scorcher 11 and Michelin Scorcher 31 are fitted as original equipment on 12 Harley-Davidson models. These versions are also available as replacement tyres for the Fat Boy® range and Touring models, in the form of the Street Glide®, Street Glide® Special, Electra Glide® Ultra Classic™, Ultra Limited, Ultra Limited Low and Road Glide® Special.

DESIGNED FOR PERFORMANCE

A key factor in a motorcycles' performance, tyres are a complex component.

They must boast an attractive and easily identifiable tread pattern and clear side markings and be deep black in colour – a colour synonymous with quality rubber, and therefore its grip. Not only that, but all of these visual aspects must stand the test of time without changing.

By ticking all these boxes, the tyres in the Michelin Scorcher range – developed in partnership with and for Harley-Davidson – achieve their stated objective by successfully incorporating an element that is particularly high on users' wish lists. In each case, the tyre's profile is a perfect match for the philosophy of the bike for which it is intended.



4

THE MICHELIN SCORCHER RANGE

Three different Michelin Scorchers have been specifically co-developed, to cater to each type of motorcycle in the Harley-Davidson range.

MICHELIN SCORCHER 11

The first radial tyre intended for the Harley-Davidson Sportster SuperLow®, XR® 1200, V-Rod® Muscle® and Night Rod® Special models was the Michelin Scorchers 11 tyre which drew its inspiration from the firm's Hypersport ranges. Its semi-slick tread maximises the contact patch with the ground, and aramid tread plies reduce weight while resisting centrifugal growth. Its profile ensures responsive performance and stability at high speed. Its compound features Michelin SRT (Silica Rain Technology) which delivers optimum grip on damp or wet roads, as well as longer life.



FRONT

100/80 - 17 M/C 52H F TL
120/70 ZR 18 M/C (59W)TL
120/70 ZR 19 M/C 60WTL/TT
140/75 R 17 M/C 67V TL

REAR

140/75 R 15 M/C 65H TL
150/60 ZR 17 M/C (66W) TL
150/70 ZR 17 M/C (69W) TL
180/55 R 17 M/C 73W TL
200/55 R 17 M/C 78V TL/TT
240/40 R 18 M/C 79V TL

MICHELIN SCORCHER 31

This tyre range was recently type-approved as accessory fitment for the Harley-Davidson Touring range and is fitted as original equipment on nearly all Harley-Davidson Sportster® and Dyna® models.

The Michelin Scorchers 31 showcases three key attributes: grip, resistance to wear and manoeuvrability. Its exclusive tread pattern was purposely designed to improve road holding and facilitate the clearance of water. Its compound – which incorporates Michelin's latest-generation synthetic polymers – generates excellent grip, particularly on damp surfaces. In the bigger sizes, the use of aramid fibres guarantees robustness without increasing weight. The ingredients used for the compound and the specific manufacturing process for this tyre combine to make it strong and durable, while at the same time offering agile handling and remarkable stability, even at high speed.



FRONT

80/90 - 21 M/C 54H REINF TL/TT
100/90 B 19 M/C 57H TL/TT
130/60 B 19 M/C 61H TL/TT
130/70 B 18 M/C 63H TL/TT
130/80 B 17 M/C 65H TL/TT
130/90 B 16 M/C 73H REINF TL/TT

REAR

150/80 B 16 M/C 77H REINF TL/TT
160/70 B 17 M/C 73V TL/TT
180/60 B 17 M/C 75V TL/TT
180/65 B 16 M/C 81H REINF TL/TT

MICHELIN SCORCHER 32

Exclusively conceived for the Harley-Davidson Fat Bob® model, this tyre is distinguishable by its unique and innovative 'reverse' tread design. The use of silica through Michelin's Silica Rain Technology (SRT) ensures excellent grip on damp and even very wet roads, as well as outstanding tyre life.



FRONT

130/90 B 16 M/C 73H REINF TL/TT

REAR

180/70 B 16 M/C 77H TL/TT

MICHELIN AT WHEELS & WAVES 2016

Michelin is present at **Wheels & Waves 2016 (June 8-12)** in Biarritz, France, the principal event of the custom culture calendar which gathers leading specialists and bike makers from around the world.

It has become a not-to-miss international renowned for showcasing new trends and providing a comprehensive spectrum of classic production bike customisation and personalisation techniques.

As a player in this booming area of activity, Michelin sees it as a valuable shop window, as well as an opportunity to dialogue with the users of its products and listen to their needs.

In addition to its close interest in the custom culture world, the reasons behind Michelin's presence at Wheels & Waves 2016 include the opportunity it provides to gain an even greater understanding of the requirements of aficionados. Indeed, through its technical input and partnership with Harley-Davidson, Michelin stands out as a legitimate player in the field.



Michelin's participation in Wheels & Waves is divided into three activities:

■ A presence at the **ArtRide** exhibition in Pasaia San Pedro, Spain, which underlines the role the Group has played in the history of two-wheeled vehicles since 1890 in the form of a display of historically-important bikes and tyres, posters, publicity items, etc.

■ The **Michelin stand** at the heart of the village in Biarritz presents the Group's high-tech expertise and contribution to the custom culture world. The complete range of MICHELIN Scorcher tyres is on display.

■ A **Michelin-designed custom** Harley-Davidson Street Bob fitted with unique tyres.

MICHELIN AT WHEELS & WAVES 2016

CUSTOMISED BY MICHELIN, FROM THE GROUND UP!

Michelin drew inspiration from the spirit that characterises the brand to design its first custom bike – based on a 2016 Harley-Davidson Dyna Street Bob – from the ground up.



This exceptional project « **Michelin Black Wheel** » is equipped with specially-developed one-off tyres featuring a pattern hand-cut by Michelin technicians. These tyres are the fruit of close cooperation between different departments of the Group (marketing, development, design, production, etc.) and were designed showcase Michelin's unique manufacturing expertise.

In keeping with the bike's sporty characteristics, Michelin's design team opted for a low grooving ratio, much like the slicks used in racing, while the central part of the tread was chosen to ensure good traction performance. The 'M' is the company name's initial letter which has been intertwined with two chevrons to create a sense of movement.

The sidewalls were crafted in collaboration with the research and development team using laser technology which enables different textures to be obtained. The airplane turbine motif also creates an impression of movement coherent with the design of the tread pattern.

Four months of work were required to take these prototype tyres from the design phase to their production which, alone, took eight weeks.

Moving on to the bike, the first step was to trade its rounded forms for a sharper line extending back from the fuel tank to the tail fairing.

The next step was to incorporate a certain number of features which recall the racer spirit, the most spectacular being the legendary board track handlebars of the 1920s which necessitate a low, forward-leaning riding position. Stripping the swing arm trim and rear fender provided a leaner, back-to-basics silhouette while at the same time revealing more of the tyre.

In contrast to this performance-focused look, the bike is fitted with quadruple front lights.

Meanwhile, the original fuel injection system has been replaced by a carburettor to amplify the bike's hallmark Harley-Davidson sound.

Lastly, the originality of this styling exercise was heightened by the use of numerous materials used in the tyre industry, such as nylon and rubber. These small details include the Michelin Man on the ignition module cover.



MICHELIN'S LASARTE-ORIA PLANT

Michelin's Lasarte-Oria facility near San Sebastian, in Spain's Basque region, focuses on the production of high-end radial motorcycle tyres and tyres for competition use.

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This highly-specialised factory notably manufactures covers featuring Michelin's dual-compound technology and tyres that have notched up an enviable list of victories on two wheels in cross-country rallying and trials. It is also a leading site for the preparation of semi-finished materials and other products employed in the manufacture of tyres.

As a cornerstone of its production capacity in the Iberian Peninsula region, the Lasarte-Oria plant is of particular importance to the Michelin Group which is active in 170 markets, including 68 factories in 17 different countries.

It was built on a disused airfield acquired in 1932 and served as Michelin's first factory in Spain, tasked initially with producing tyres for the 190,000 vehicles that were on the country's roads at the time. The first tyre – for a passenger car – came off the line in 1934.

For many years, it was Michelin's only plant south of the Pyrenees and was entrusted with producing a range of covers for bicycles, trucks, cars and motorbikes, as well as inner tubes, valves, tyre moulds and semi-finished products.

In the immediate post-war era, it was expanded to include a workshop for the manufacture of gasifiers for gas-powered trucks, buses and cars, as well as trailers for bicycles and items for shoe makers.

In the course of this period of economic recovery, Michelin also introduced a variety of award-winning social benefits for staff, including holiday centres, cooperatives, sports clubs, etc.

Still a hub for Michelin's operations in Spain, the Lasarte-Oria plant has since been joined by three other production facilities in the country. In 1966, a plant was built in Vitoria for the manufacture of tyres for the mining industry and civil engineering vehicles, plus car tyres. This was followed by the inauguration in 1970 of the Aranda de Duero factory (truck and bus tyres). Finally, in 1973, a factory for agriculture and passenger car tyres, as well as re-treaded truck tyres was opened in Valladolid.



7 ABOUT **HARLEY-DAVIDSON**

Founded in 1903, Harley-Davidson produces custom, cruiser and touring motorcycles and offers a complete line of Harley-Davidson motorcycle parts, accessories, riding gear and apparel and general merchandise.



Harley-Davidson fulfills dreams of personal freedom – a dream that transcends age, gender, culture and race. Fulfilling dreams of personal freedom is more than a phrase. It's our purpose and our passion.

Headquartered in Milwaukee, Wisconsin, USA, Harley-Davidson operates seven manufacturing facilities and 21 sales and marketing offices globally and is made up of more than 6,300 employees.

Worldwide, Harley-Davidson sells motorcycles in more than 90 countries through 1,435 independently-owned dealers. Harley-Davidson's unique heritage and culture provides its stakeholders with an opportunity to be fully immersed in the passion of the business.

www.harley-davidson.com



THE MICHELIN GROUP ***IN NUMBERS***

<i>FOUNDED:</i>	1889
<i>PRODUCTION:</i>	68 factories in 17 countries
<i>STAFF:</i>	111,700 worldwide
<i>RECHERCHE ET DÉVELOPPEMENT</i> (North America, Europe and Asia)	More than 6,000 R&D staff on three continents
<i>RESEARCH AND DEVELOPMENT</i> <i>BUDGET:</i>	Almost € 700 million
<i>ANNUAL PRODUCTION:</i>	184 million tyres and more than 16 million maps and guides sold in more than 170 countries / 1.2 billion itineraries computed using ViaMichelin in 2015
<i>NET SALES:</i>	€ 21.2 billion

The mission of tyre industry leader Michelin is to play an active part in the sustainable transport of people and goods. To achieve this goal, the Group manufactures, distributes and markets tyres for all types of vehicle. Michelin also proposes innovative digital services, including vehicle fleet management and mobility aids. It publishes travel, restaurant and hotel guides, as well as maps and road atlases. Its headquarters are in Clermont-Ferrand, France, and the group is active in 170 countries with a total staff of 111,700 worldwide. It has 68 manufacturing facilities in 17 countries, as well as research and development technology centres in Europe, North America and Asia.

(www.Michelin.com)