

MICHELIN



**MICHELIN ANNOUNCES
THE LAUNCH OF ITS NEW**

MICHELIN X[®] WORKS[™]

CONSTRUCTION TYRE RANGE

**GUARANTEED PRODUCTIVITY
IN ALL APPLICATIONS
IN THE CONSTRUCTION SECTOR**

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MICHELIN

A better way forward

MICHELIN X[®] WORKS[™]

THE BEST SOLUTION FOR PRODUCTIVITY

Michelin has unveiled its new MICHELIN X[®] WORKS[™] range, which will be rolled-out in Europe from 1st April 2016 both as original equipment and on the replacement market. It's designed to provide construction sector clients with the best possible productivity solution in the two core-market sizes 315/80 R 22.5 Z (all-position) and D (drive axle), and 385/65 R 22.5 T (trailer) and Z (all position), irrespective of the usage:



- Increased mileage for site deliveries with the new MICHELIN X[®] WORKS[™] tyres.



- Productivity and ruggedness on construction sites with the MICHELIN X[®] WORKS[™] HD (Heavy Duty) tyres.



- Ruggedness and traction on rough surfaces, such as quarries, with the new version of the MICHELIN X[®] FORCE[™] tyre.

THREE FACTS AND FIGURES ABOUT THE BENEFITS OF THE NEW MICHELIN X[®] WORKS[™] RANGE

3 The three applications of the new MICHELIN range: site deliveries, construction sites and quarries.

2 à 3% The European construction market is growing at between 2 and 3% per annum. Six European countries are particularly dynamic: France, Germany, Italy, Poland, Spain and the United Kingdom. These countries alone represent 75% of European growth. This growing market means an increased demand for tyres. This makes the solutions offered by the new MICHELIN X[®] WORKS[™] range even more relevant.

50% The two main sizes (315/80 R 22.5 Z and D, and 385/65 R 22.5 T and Z) represent 50% of the European market in the construction tyre sector.



SITE DELIVERIES, CONSTRUCTION SITES AND QUARRIES

THE THREE APPLICATIONS FOR THE NEW MICHELIN RANGE

This new MICHELIN Construction tyre offer covers the uses and needs of transportation businesses that operate on roads, on approaches to construction sites and on difficult or even potentially damaging ground.

1 FOR SITE DELIVERIES

The new MICHELIN X[®] WORKS[™] tyres are available in 315/80 R 22.5 steer and drive axle versions and as a 385/65 R 22.5 trailer version. This means that versions are available for an entire rig; for steer, drive and trailer fitment, in both of the key sizes on the market.

These tyres have been designed for users who do most of their mileage on roads, but who need to access construction sites to deliver raw materials and concrete, or to collect waste.

Operators need both high mileage for road use and grip and traction on construction sites.

The MICHELIN X[®] WORKS[™] range delivers this high-performance combination, thus allowing users to reduce operating costs. In real terms, this means that:



- the tyres in the new range have a longer working life compared to the previous tyre range. Thus MICHELIN X[®] WORKS[™] Z tyres (all-position) can cover 25% more mileage than their predecessors, MICHELIN X[®] WORKS[™] D (drive axle) 15% more and MICHELIN X[®] WORKS[™] T (trailer) 10% more.
- Michelin is offering its new range at a more competitive price, thus ensuring that these innovations are accessible to more customers..
- Michelin is combining this new range with a retreading offer to ensure that users obtain maximum value from the casing of the tyre.

Thus the new MICHELIN X[®] WORKS[™] tyres offer an excellent price per kilometre ratio.

MICHELIN X[®] WORKS[™] steer and drive axle tyres will be on sale in Europe from 1st April 2016.

SITE DELIVERIES, CONSTRUCTION SITES AND QUARRIES

2 ON CONSTRUCTION SITES

Designed for users who cover more than 20% of their mileage on major project sites, such as those involving airport construction, road infrastructure, housing development or commercial zones, the MICHELIN X[®] WORKS[™] HD range provides ruggedness, endurance, durability and safety.

The Damage Warranty associated with this new range provides users with yet more peace of mind; even unexpected incidents are budgeted for, both with new tyres and for MICHELIN Remix retreaded tyres (please see section below). This commitment by Michelin provides peace of mind to operators, who benefit not only from the most advanced tyre technology available, but also from a free warranty which ensures that the investment they make in tyres is secure.

Michelin offers a retreading service for this new range which ensures that users obtain maximum value from the casing of the tyre.

MICHELIN X[®] WORKS[™] HD in 315/80R22.5 steer and drive versions will be available in European markets from 1st May 2016.

3 IN QUARRIES

Designed for users who spend most of their time on roads which are unsuitable for road traffic, on construction sites with rough ground conditions and in quarries, the MICHELIN X[®] FORCE[™] range provides ruggedness and traction under very difficult conditions.

Using its vast experience in civil engineering and military applications, Michelin has combined the best available technology in this range.

The new Damage Warranty associated with this range provides operators with even more peace of mind, since even unexpected incidents can be budgeted for.

The new MICHELIN X[®] FORCE[™] 315/80R22.5 steer axle tyres will be available from 1st January 2017.



INNOVATIVE TECHNOLOGY FOR DEMANDING USERS

The new MICHELIN X[®] WORKS[™] Z tyres (all-position), D (drive axle) and T (trailer) all use the most advanced Michelin technology. Three main innovations are combined to deliver the levels of performance that users demand:



CARBION

A material resulting from an innovative mixing process in which certain tread components are mixed when liquid, creating a more uniform material. This material increases mileage performance of the tyre. Additional benefit: as the mixture is more uniform, Carbion improves rolling resistance to allow fuel savings.



Z-SHAPED SIPES

These special z-shaped sipes improve drive and grip in winter, and in particular on snow-covered roads. This technology allows MICHELIN X[®] WORKS[™] D tyres to achieve the objectives required for 3PMSF (3 Peak Mountain Snow Flake) approval. This certification shown on the tyre sidewall guarantees that the tyres are suitable for use under winter conditions.



POWERCOIL

A new generation of more robust steel casing cables makes them lighter, leading to better endurance and reduced rolling resistance.

DAMAGE WARRANTY

MICHELIN X[®] WORKS[™] HD

MICHELIN X[®] FORCE[™]

The new MICHELIN X[®] WORKS[™] HD and MICHELIN Remix, and new MICHELIN X[®] FORCE[™] ranges are supplied with a free Damage Warranty. This guarantees the security of users' investment in their tyres. In the event of accidental damage to a tyre, reimbursement in the form of credit will be available from the distributor. Registration with and activation of this scheme is simple. Everything is done on-line using the MyAccount portal on the trucks.michelin.eu website.

- transport operators register their tyres;
- in the event of accidental damage they activate the Damage Warranty on MyAccount and leave their damaged tyres with their distributor;
- once the claim has been accepted they receive a confirmation email indicating the amount of reimbursement;
- the reimbursement can be collected from the distributor in the form of a credit note.

MyAccount is easy to use, and also provides direct access to other Michelin services and promotional offers.



LISTENING TO OUR CUSTOMERS

IS CENTRAL TO MICHELIN'S INNOVATION STRATEGY



Innovation is the cornerstone of Michelin's development strategy. It consists of providing its users with solutions that create value by delivering more performance. Before undertaking any research and development work, user needs must be understood and their usage patterns carefully identified and analysed. With more than 5,300 people dedicated to marketing, Michelin organises as many encounters and exchanges with its customers as possible.

Already present on the leading social networks, Michelin regularly enhances its customer intelligence by conducting a variety of studies each year. In 2014, for example, a satisfaction survey received 7,200 responses from 12 European countries. As well as conventional surveys, Michelin maintains close links with a community of 300 European transport organisations. Every month the Company asks these customers about their expectations and their usage, and even offers them the opportunity to try out new ranges of tyres. With this knowledge from the 'real world', research teams are able to mobilise their knowledge and expertise and bring together the most relevant tyre performance characteristics on the basis of use. Michelin's Research & Development arm has an annual budget of more than €640 million and consolidates the activities of 6,000 people worldwide.

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RESEARCH & DEVELOPMENT

SOME FACTS AND FIGURES RELATING TO MICHELIN

- 1,5** (million) Michelin laboratories make more than 1.5 million measurements annually on materials and semi-finished products.
- 12** The time in minutes needed to travel the equivalent of once around the world using endurance and lifetime testing undertaken by Michelin on machines or vehicles (that is, 1.8 billion kilometres each year).
- 400** Four hundred simulation systems are used to reproduce the levels of performance expected by clients.
- 700** There are 700 qualified test and measurement methods. Michelin undertakes analyses both at the nanometre scale and on 4-metre high tyres weighing over 5 tonnes.
- 40 000** Over 40,000 rolling tests carried out each year.
- 80** The test conditions used by Michelin machines cover a range of 80 degrees Celsius. They may carry out analyses at ambient temperatures which range from - 30° C to + 50° C, and at speeds of up to 450 km/hr.
- 200** Two hundred different components are used in the manufacture of a tyre.
- 4** There are 4 groups of tests used on tyres: laboratory tests, tests on machines (static and dynamic), tests on vehicles (objective and sensory), and customer testing.

MICHELIN GROUP FACTS & FIGURES

FOUNDED : 1889
INDUSTRIAL LOCATIONS : 68 production sites in 17 countries
NOMBRE DE SALARIÉS : 111,700 worldwide
NUMBER OF EMPLOYEES : Over 6,000 research staff on 25 sites spread over three continents in North America, Europe and Asia
2015 R&D BUDGET : **700 million Euros**
ANNUAL PRODUCTION : 178 million tyres produced, over 13 million maps and guides sold in 170 countries and 970 billion itineraries calculated by ViaMichelin.
2015 NET SALES : 21.2 billion Euros

The mission of Michelin, leader of the tyre industry, is to contribute to the long-term mobility of people and goods. To this end the Group manufactures, markets and distributes tyres for all types of vehicles. Michelin also proposes innovative digital services, such as digital management of vehicle fleets and mobility support tools. It publishes tourist guides, hotel and restaurant guides, maps and road atlases. The Group, with its head office in Clermont-Ferrand (France), is present in 170 countries, employs 112,300 people worldwide and has 68 production sites in 17 countries. It possesses a technology centre for R&D with sites in Europe, North America and Asia. (www.michelin.com)

