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is being rolled out around the world



MICHELIN Anakee Wild, the 'multi-purpose' tyre taking bikers off the beaten track and on their adventures

Michelin has announced the launch of its new tyre – MICHELIN Anakee Wild – in markets around the world, from February 2016. Destined for big trail bikes, it is a radial tyre designed for dual purpose on- and off-road use.

Currently available in four radial sizes, including those equipping the 'flagship' bike in this category, the BMW R 1200 GS, the range of available sizes for this tyre will be completed by three additional sizes during the year, thus covering most of the trail bikes available on the market:

120/70 R 19 (available within the 1° four months of 2016) 170/60 R 17 (available within the 1° four months of 2016) 90/90 - 21 130/80 - 17 140/80 - 17	,	130/80 - 17
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The new MICHELIN Anakee Wild is aimed at bikers who seek adventure, either solo or with a passenger, who set out on treks, whether alone or in groups, for a weekend or longer, those for whom biking means expeditions, experiencing and discovering. It is aimed at riders who want to break away from paved roads and fully exploit the potential of bikes designed both for roads as well as the most uneven, sandy, stony and muddy tracks. The new MICHELIN Anakee Wild tyre was thus designed to adapt to all terrain types and situations, as well as the most varied climates. In short it is a 'multi-purpose' tyre that demonstrates its performance according to the conditions it is subjected to.



The mission of the development engineers was to combine three performance characteristics together. The new MICHELIN Anakee Wild tyre thus ensures:

- Excellent mileage and resistance to overheating and wear. This is due to the new tread composition and optimised tread depth.

- On-road stability and comfort. This is due to the radial technology, available for the first time in the world on four different sizes of knobbly tyres. See below for the technical explanations as well as the video accessible using the following link:

https://youtu.be/Sxprsd31YOo

- Wet road grip, riding precision, as well as off-road traction. These combined performance characteristics are due to the innovative design of the tread blocks, inspired by those on the MICHELIN Desert tyres, which have won the Paris-Dakar 33 times.

MICHELIN Anakee Wild tyre treads are packed with technologies

Rear tyre: focussing on stability

7 Bridge-blocks: for onroad stability in corners, the groove closes to bridge the two blocks in order to increase the tread pattern rigidity

The "M-Block": the trademark of Michelin's off-road tyre ranges

Staggered shoulder blocks positioned to assist when exiting ruts (also on rear tyre)

Teeth line => on each side of the blocks to reduce mud-clogging and minimize stone holding.



Front tyre: focussing on steering precision and

grip



good drive and traction in offroad use.

Rear knobs:

cup-shaped for

Trial by fire

The new MICHELIN Anakee Wild was designed following the inputs from riders and developed with the help of T3 Aventure, a company specialised in extreme treks across all continents

Solicited by Michelin from 2013, T3 Aventure contributed to the development of MICHELIN Anakee Wild tyres by putting them through severe testing over four continents, after travelling 40,000 km on BMW R 1200 GS bikes, during four treks with 50° C temperature variations (between -5° C and 45° C):

• 12,500 km in 2013, during the Long Way Home Asia expedition, from Ulan Bator, the capital of Mongolia, to Istanbul in Turkey,

 \cdot 7,500 km in October 2014, during the GS ZOULOU trek, from Windhoek, the capital of Namibia, to Cape Town in South Africa,

· 4,000 km in six days in the Spring of 2015, during the WILD RUNNERS trek through France and Spain;

• 15,000 km in the Autumn of 2015, during the GS Gringo trek, between Montevideo, the capital of Uruguay and Ushuaia in Argentina, via Antofagasta, a coastal Chilean city, and after travelling through Brazil, Paraguay, Bolivia and Peru.

During these four treks, different measurements and analyses made it possible to improve the MICHELIN Anakee Wild and add the final touches to the version which is about to be launched on the market. T3 Aventure made it possible to validate the tyre's high mileage, durability and ability to adapt to all terrain types (from paved roads to the most abrasive tracks), as well as its comfort and riding precision. With the MICHELIN Anakee Wild, the participants on each trek were able to complete their adventure on the same set of tyres and with total peace of mind.

To view video footage of the variety and richness of these treks: <u>https://youtu.be/pVs-MSocBTw</u>

Michelin's offer for trail bikes according to their use: an invitation to travel

The analysis of these uses, as well as all the uses of trail riders throughout the world, enabled Michelin to design its tyre ranges which now include the new MICHELIN Anakee Wild. Therefore, the same bike can now be fitted with three different types of tyres, each adapted to a specific use.



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