

The new MICHELIN POWER bicycle road tyre range to go on sale in April 2016

The new high-performance MICHELIN POWER bicycle road tyre range – which will become available for sale on April 1, 2016 – is the fruit of Michelin’s extensive research and development knowhow and features some of the Group’s very latest technological breakthroughs. Experts at the firm’s Technology Centre focused particularly on the rolling resistance, grip and resistance to perforation of the products that make up the new range with a view to ensuring even longer tyre life.

The new range also stands out for the unrivalled performance it delivers thanks to some major innovations and through the fact that it was engineered to meet the demands of the most exacting cyclists.

The range comprises three distinct products:



> **MICHELIN POWER Compétition:** the fastest tyre in the range for road racing.

> **MICHELIN POWER Endurance:** the strongest tyre in the range for sports cycling.

> **MICHELIN POWER All Season:** the grippiest tyre in the range for use in difficult conditions.

The range is rounded out by a fourth solution which will only be available in North America. The **MICHELIN POWER Protection+** provides additional protection for use on the sort of terrain encountered in this part of the world.

The **MICHELIN POWER** range provides a 10-watt power gain*, up to 20 percent additional protection against punctures** and up to 15 percent extra grip***, allowing riders to go even further and faster for the same physical input.

The new **MICHELIN POWER** range means greater efficiency, higher strength and more grip... over even longer distances.

Every year, Michelin spends €656 million on research and development. This new bicycle road tyre range was developed at the Group’s Technology Centre in Ladoux, France, and is a further illustration of the MICHELIN Total Performance approach to tyre design which consists in taking all the factors that influence performance forward concurrently.

	SIZE	COLOUR	WEIGHT
MICHELIN POWER competition	23-622	Black	195 g
	25-622	Black	215 g
MICHELIN POWER endurance	23-622	Black / Red / Blue	220 g
	25-622	Black / Red / Blue	230 g
	28-622	Black	255 g
MICHELIN POWER all season	23-622	Black	235 g
	25-622	Black	270 g
	28-622	Black	295 g

* Compared with the MICHELIN POWER range’s predecessor, the MICHELIN PRO4 SERVICE COURSE. Equivalent to 1 minute and 25 seconds. Test (at 35kph over a distance of 40km and a total weight of 70kg) carried out by Wheel Energy in April 2015.

** Compared with the MICHELIN POWER range’s predecessor, the MICHELIN PRO4 ENDURANCE. Test carried out by Wheel Energy in April 2015.

*** Compared with the MICHELIN POWER range’s predecessor, the MICHELIN PRO4 GRIP. Grip evaluation test carried out by Wheel Energy in April 2015.

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