

## **MICHELIN AT THE SOLUTRANS SHOW** **LYON - 2015**



# **THE NEW MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> TIRES**

**APPROVED BY MERCEDES-BENZ  
FOR ITS NEW ACTROS TRUCK DEDICATED  
TO LONG-DISTANCE HAULAGE**

UNRIVALED TRIPLE-A RATING FOR ROLLING RESISTANCE  
November 2015

**PRESS KIT** - november 2015  
MICHELIN GROUP MEDIA SERVICE:  
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# **MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup>**

## **AAA-CLASS FOR ENERGY EFFICIENCY**

### **FACTS AND FIGURES**

The new MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> FRONT and MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> D2 tires presented at the IAA 2014 international exhibition **have been approved by Mercedes-Benz** for its new Actros truck dedicated to long-distance haulage.

These MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> Front (385/55R22.5) and Drive (315/70R22.5) tires are available at customer request for the new Mercedes-Benz Actros trucks to be **shipped as from January 2016**.

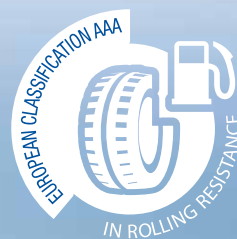
Designed for the steering axle, the drive axle and the trailer axles, the MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> Front, D2 and Trailer tire range constitutes **the first entire rig fitment to obtain the A-rating** for energy efficiency in line with European labeling standards.

**With more than 700,000 tires sold** since January 2013<sup>(1)</sup>, the new MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> range is proving its worth by enabling long-distance haulers to make significant fuel savings.

This means that haulage companies will be able to choose the first fitments on the market with a triple-A rating for rolling resistance on every vehicle axle. These fitments will enable them **to save 1 liter of fuel every 100 km** (for 2.66 kg fewer CO<sub>2</sub> emissions over the same distance), compared to MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> BBA-rated tires.

This represents **an average saving of €1610 in fuel and 3724 kg in CO<sub>2</sub> emissions** over the initial life of the tires (i.e.: before any regrooving or retreading). These gains are obtained while maintaining the other Michelin performance standards, such as safety and high mileage.

(1) Sizes 315/70 R 22.5 Z and D, and 385/55 R 22.5 T



# THE MAJOR CHALLENGE FOR HAULAGE COMPANIES:

## REDUCING RUNNING COSTS <sup>(1)</sup>

Since the 2008 economic crisis, haulage companies have been recording extremely pared-down profit margins, sometimes of less than 1%. The lack of predictability of orders, along with their irregularity, are sources of instability for haulers. At the same time, fuel costs constitute an ever-increasing burden for these companies.

The challenge for these haulage professionals is to reduce their running costs while maintaining the quality of the services delivered to customers.

Quite a balancing act! It is all the harder to achieve inasmuch as European regulations also bring constraints that need to be taken into account, such as the need for compliance with the increasingly draconian future standards on CO2 emissions.

## A NEW STAGE IN THE PROFITABILITY QUEST OF HAULAGE COMPANIES

Thanks to the MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> line and the 700,000 tires sold from this range since January 2013 (sizes 315/70 R 22.5 Z and D, and 385/55 R 22.5 T), Michelin has made it possible for haulage companies to make substantial fuel savings.



By launching on the market the MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> D2, the only drive axle tire to have obtained an A-rating for rolling resistance (according to European labeling rules), and the MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> F 385/55 R22.5 for the steering axle, also A-rated for rolling resistance, Michelin is the only manufacturer to offer haulers fitments that are A-rated for rolling resistance for the entire rig. The energy efficiency leveraged by Michelin tires is therefore optimal for all axles: Front, Drive and Trailer.

**For 100 km of travel, the first «Triple A» fitments on the market  
generate savings for the entire rig of up to:**



**- 1 liter**  
of fuel



**- 2,66 kg of CO2**  
emissions avoided compared  
to the MICHELIN  
X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> BBA line.



**€1610 additional fuel savings**  
on average <sup>(2)</sup> for the initial life of the tires,  
prior to any regrooving/retreading operations. <sup>(3)</sup>.

**(1)** Comparing the new MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> F 385/55 R 22.5 and MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> D2 315/70 R 22.5 tires with energy efficiency A-rating and the MICHELIN XLE Z 315/70 R 22.5 or MICHELIN XFA2 EnergyTMA 385/55 R 22.5, MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> D 315/70 R 22.5 and

MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> T 385/55 R 22.5 tires. Estimate for a distance of 280,000 km covered over the initial lifecycle of the tire, with average fuel savings of 0.5 liters per 100 km. Calculation based on a fuel price of €1.15 per liter.  
280,000 km x 0.5 l x €1.15 per liter = €1610.

**(2)** Estimate at 280,000 km:

280,000 km x 0.5 l x €1.15 per liter = €1610.

**(3)** Comparing the new MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> F 385/55 R 22.5, MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> D2 315/70 R 22.5 tires with energy efficiency A-rating and the MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> F and D tires introduced

in 2013, with the same sizes and a B-rating for fuel savings. Estimate for a distance of 280,000 km covered over the initial lifecycle of the tire, with average fuel savings of 0.5 liters per 100 km. Calculation based on a fuel price of €1.15 per liter.  
280,000 km x 0.5 l x €1.15 per liter = €1610.





# MICHELIN INNOVATION

## FIRST SET OF AAA-RATED TRUCK TIRES FOR ROLLING RESISTANCE

ALL MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> AAA TIRES  
FEATURE MAJOR INNOVATIONS



### MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> FRONT

The MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> Front tire, in its new 385/55 R22.5 size, benefits from a new tread pattern for even greater rolling resistance while maintaining excellent grip (longitudinal raindrop siping). It also benefits from the Energy Flex carcass, M+S marking and antisplash.



### THE FIRST SILICA TREAD COMPOUND ON THE TRUCK TIRE MARKET:

replacing carbon black with silica in the tread compound helps to lengthen tire life and reduce rolling resistance.



### A CROWN BAND USING INFINICOIL TECHNOLOGY

This uses smaller yet stronger cables, to reduce moving masses, thereby **improving rolling resistance**.



M+S and 3PMSF markings  
3 Peak Mountain Snow Flake



### MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> D2

The only Drive tire on the market with an A-rating for rolling resistance

#### UNIQUE TREAD PATTERN

1. The highly-compact crown limits the deformation of the tread blocks as the tire rolls, thereby helping to reduce rolling resistance.
2. The longitudinal raindrop siping regenerates the grooving of the tread at mid-wear and ensures sustained road-holding. The tread is self-regenerating.
3. The new pattern also offers excellent grip, thanks to the Tower Pump sipes that improve braking, traction and transverse grip on wet surfaces by temporarily storing the water in the contact patch.
4. In addition, the 3D siping technology with micro-drops of water in the base of the tread pattern makes the blocks more robust and torque-resistant, thereby improving mileage.



### MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> TRAILER

The MICHELIN X<sup>®</sup> LINE<sup>™</sup> Energy<sup>™</sup> Trailer, tire, launched in early 2013, maintains the features that have enabled it to obtain an A-rating for rolling resistance and deliver outstanding performance:

- **Carbion**, the new tread compound that reduces rolling resistance and improves mileage;
- **Régénion**, the longitudinal raindrop sipes that sustain grip throughout the life of the tire. .



**MICHELIN**

A better way forward

# **MARKET LAUNCH**

## **MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup>**

The AA MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> tractor truck fittings, which are unlike any other commercially-available tires, will go on sale to truck manufacturers in January 2016 in the following sizes, in addition to the currently marketed 315/70 R 22.5 (Front and Drive) MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> BB versions:

MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> F : 385/55 R22.5

MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> D2 : 315/70 R 22.5

They will be made available on the replacement markets at a later date.

**MICHELIN X<sup>®</sup> LINE<sup>™</sup> ENERGY<sup>™</sup> : 700,000 tires sold since January 2013**  
(sizes 315/70 R 22.5 Z and D, and 385/55 R 22.5 T).



# MICHELIN, THE BEST OF TECHNOLOGY

## SERVING HAULAGE OPERATORS

MUCH MORE THAN JUST A TIREMAKER, MICHELIN HAS ALWAYS BEEN A PROVIDER OF COMPREHENSIVE MOBILITY SUPPORT.

**Innovation at Michelin** consists in providing users with solutions that **create value**. Before undertaking any research and development work, user needs must be understood and their usage patterns carefully identified and analyzed. With more than 5300 people dedicated to market intelligence activities, Michelin has developed the widest possible array of customer contact points and opportunities for interaction with its customers.

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 7200 responses from 12 European countries.

**Building on all this field intelligence**, Michelin research teams leverage their knowledge and expertise to deliver performance in the areas that are most relevant to users. Michelin's Research and Development arm has an annual budget of more than €640 million and consolidates the activities of 6600 people worldwide. These people are designing the tires of today and of tomorrow: tires capable of delivering superior performance without any concessions.



### GIVE FEEDBACK AND FOLLOW US:



READ THE TESTIMONIALS AT  
[www.youtube.com/michelintrucktyres](http://www.youtube.com/michelintrucktyres)



LINKEDIN  
Groupe Optimizing European Road Transport Costs



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### CONTACT US:



INTERNET  
[trucks.michelin.eu](http://trucks.michelin.eu)





# MICHELIN

## FACTS AND FIGURES

COMPANY FOUNDED: 1889  
INDUSTRIAL FACILITIES: 68 production sites in 17 countries  
NUMBER OF EMPLOYEES: 112,300 worldwide

TECHNOLOGY CENTER: More than 6600 people working in R&D in Europe, North America, South America and Asia

ANNUAL R&D BUDGET: **Over €640 million**

ANNUAL OUTPUT: 171 million tires produced, over 13 million maps and guides sold in more than 170 countries, and 1.2 billion itineraries calculated using ViaMichelin

2014 NET SALES: €19.553 billion

## LES DATES CLÉS

