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Press kit

**Michelin at the InnovAgri fair (Ondes, France)  
(9-10 September 2015)**



**Michelin Presents the MICHELIN CargoXBib Heavy Duty tyre and its new  
websites dedicated to agricultural tyres**

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## MICHELIN CargoXBib Heavy Duty tyre

### Key points

The new MICHELIN CargoXBib Heavy Duty is a tyre dedicated to farmers using intensively their agricultural trailers on road, even while being heavily loaded.

On road as well as in the fields, the new MICHELIN CargoXBib Heavy Duty is resistant. Thanks to its robust carcass, it offers great longevity and excellent slope handling, as well as effective clearing system.

These performances are possible thanks to a new innovation by the Michelin Research and Development team, the "Tripod" tread and the launch of new clearing lines.

Michelin has developed the new MICHELIN CargoXBib Heavy Duty tyre for farmers looking reliability and stability while using heavily loaded agricultural trailers on road and in the fields. The trailer tyre MICHELIN CargoXBib Heavy Duty gives farmers professional efficiency and comfort. This new generation tyre extends the MICHELIN CargoXBib range and is an additional offer to the MICHELIN CargoXBib High Flotation with MICHELIN Ultraflex technology.



When compared with the previous generation of trailer tyres, the MICHELIN CargoXBib Heavy Duty tyres stand out thanks to its versatility which makes it the perfect implement for on road and in the fields works. The tyre carcass and profile have been especially designed to optimise longevity and driver comfort on roads. In fields, the MICHELIN CargoXBib Heavy Duty tyre stands out thanks to its excellent slope handling and its high load capacity (of up to almost 8330 kg by tyre). Finally, the tyre clearing system has been improved and can be three times faster than for the previous generation of MICHELIN CargoXBib tyres.

The performances of the new MICHELIN CargoXBib Heavy Duty tyre are the result of the following technological developments:

- **The "Tripod" tread block:** the new multi-sided "Tripod" improve stability on roads and in fields, optimise resistance to wear and enhance the tyre life cycle.
- **The alignment** of the "Tripod" tread blocks and their alternative headlines facilitates mud eviction. Tread block linkages limit wear caused by twisting.
- **Massive rounded shoulders** protect the vegetation and simplify handling on hard ground.
- **Tread design is flat and large** so the contact patch has been optimised.



The new MICHELIN CargoXBib Heavy Duty tyre was designed in partnership with equipment manufacturers, and will be sold as OEM. The tyre is available for skips and high-density presses, in three sizes:

- 560/60 R22.5 (available from November 2015)
- 560/45 R22.5 (available from July 2016)
- 500/60 R22.5 (available from August 2016)

## New websites for agricultural tyres

The agricultural world is increasingly connected. Michelin has therefore reworked its website for agricultural tyres to ensure easier access, greater efficiency and enhanced interactivity.

Easier access: the new Michelin website for agricultural tyres has been created with a *responsive design*, allowing its ergonomics to automatically adjust to all media. Smartphones, tablets, PCs: in all cases, the new Michelin website for agricultural tyres will automatically offer the best of its functionalities.

The route taken by internet users has been considerably simplified in the new Michelin website for agricultural tyres. The path to access the main information and functionalities has been shortened. The *Tire Selector* is still available and the sector-related benefits of each tyre are highlighted. Customer statements and advice from farmers can be used to imagine the tyres in use. The ergonomics of the *Pressure Calculator* function, which can be used by any farmer to obtain the appropriate pressure for their equipment and usage, while protecting soils, in just a few clicks, has been simplified. Finally, the "news" section has been enhanced.

The new Michelin website for agricultural tyres is now available in French and will be in several languages towards the end of 2015 :

In France: [agricole.michelin.fr](http://agricole.michelin.fr)

In Russia: [www.agro.michelin.ru](http://www.agro.michelin.ru)

In the Ukraine: [www.agro.michelin.ua](http://www.agro.michelin.ua)

In Brazil: [www.agricola.michelin.com.br](http://www.agricola.michelin.com.br)

In Belgium: [www.agricole.michelin.be](http://www.agricole.michelin.be) & [www.landbouw.michelin.be](http://www.landbouw.michelin.be)

In Switzerland: [www.landwirtschaft.michelin.ch](http://www.landwirtschaft.michelin.ch) & [www.agricultura.michelin.ch](http://www.agricultura.michelin.ch) & [www.agricole.michelin.ch](http://www.agricole.michelin.ch)

In Austria: [www.landwirtschaft.michelin.at](http://www.landwirtschaft.michelin.at)

Other sites will be launched in the near future in the United States, Romania, China, Sweden, the Netherlands, Italy, Germany, Spain and in the United Kingdom.

**The Michelin Pressure Calculator App is now available  
free on the Apple Store.**

