

### Michelin tyres helps Peugeot to set a new fuel economy record

- × *Michelin, strategic partner of PSA, developed the tyres used on the new Peugeot 208 1.6L BlueHDI to establish the record for the lowest fuel consumption for a mass-produced vehicle.*
- × *Top notch energy efficiency and dynamic properties promoting safety and reducing mass, are the key characteristics of MICHELIN Energy Saver + tyres, fitted as standard on the Peugeot 208, the new record holder.*
- × *MICHELIN supplies low-resistance tyres for Peugeot 208, 308, 508, 2008, 3008 and 5008 vehicles in the form of the MICHELIN Energy Saver + and MICHELIN Primacy*

The new Peugeot 208 1.6L Blue HDI has been equipped with MICHELIN Energy Saver + tyres as standard. The vehicle managed to cover a distance of 2,152 km with just 43 liters of fuel on the PSA Peugeot Citroën test track at Belchamp (Doubs). The Peugeot car therefore managed a mean fuel consumption of 2l/100 km over this distance. All with the help of MICHELIN Energy Saver + tyres, rated B in terms of energy efficiency for European tyre labels.

In fact, one full tank out of 5 can be directly attributed to tyres, so opting for a low resistance tyre is critical. This was indeed the grounds for launching the European tyre labelling system, rating tyres from A to F according to this energy efficiency criterion. On this basis, overall fuel consumption can vary by 0.4l/100 km between a tyre with an A label and a tyre with an F label, which represents fuel savings of 168 litres over the tyre life cycle (i.e. approx. 45,000 km), or 421 kg of CO<sub>2</sub> not emitted into the atmosphere.

Co-development projects by Michelin and PSA Peugeot Citroën engineers focusing on the new Peugeot 208 have essentially aimed to offer 208 drivers tyres that ensure they get the best out of their vehicles.

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**Mike Bundick, Marketing Director for Original Michelin Equipment:** *"Michelin and PSA Peugeot Citroën teams work closely together as part of a pre-defined strategy, whose worth has been proved*



*today with this incredible fuel record for the new Peugeot 208. MICHELIN Energy Saver + 15- and 16-inch tyres can therefore make a great contribution to improving the performances of the city car, significantly enhancing the energy efficiency of the vehicle, while optimising safety levels and total mileage. Driving precision and road holding properties also clearly benefit. This record is just one example of the effectiveness of our joint works with Peugeot teams on their entire range, from small city cars to crossovers"*

The understanding of Peugeot specifications by Michelin engineers in charge of co-developing the tyres for the new 208, and the ability of teams to meet these specifications, once again demonstrate that the strategic and historic partnership between the two groups helps to design a vehicle with a particularly long list of virtues.

**An approval process to match the MICHELIN Total Performance strategy.**

MICHELIN Total Performance is the Group's strategy to combine multiple types of performance within one single tyre. Michelin designs and manufactures tyres able to offer safety in all circumstances, on dry or wet roads, on straight stretches and curves, reducing fuel consumption and improving total mileage.

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