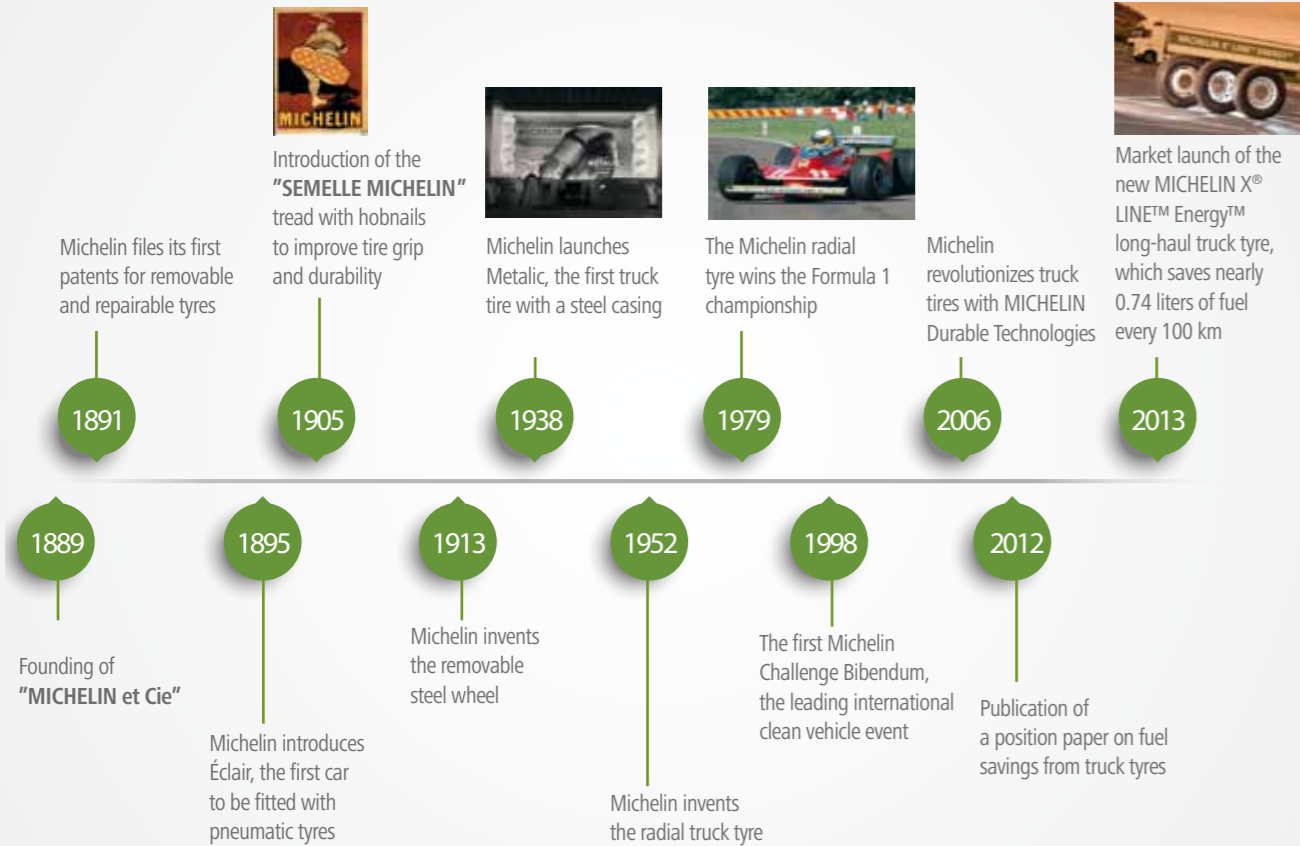


MICHELIN MILESTONES

For more than a century, MICHELIN has leveraged its expertise and innovation to enhance the mobility of motorists around the world.



MICHELIN FACTS & FIGURES

COMPANY FOUNDED:	1889
INDUSTRIAL FACILITIES:	67 production sites in 17 countries
NUMBER OF EMPLOYEES:	111,200 worldwide
TECHNOLOGY CENTER:	More than 6,600 people working in R&D in Europe, North America, South America and Asia
ANNUAL R&D BUDGET:	Over € 640 million
ANNUAL OUTPUT:	171 million tyres produced, over 13 million maps and guides sold in more than 170 countries, and 1.2 billion itineraries calculated by ViaMichelin.
2013 NET SALES:	€20.2 Billion

AN EXTENSIVE PORTFOLIO OF BRANDS COVERING EVERY MARKET SEGMENT:
MICHELIN, BFGoodrich, KLEBER, UNIROYAL, WARRIOR, Kormoran, RIKEN, TAURUS, TIGAR, Pneu Laurent, Recamic, MICHELIN Remix

MORE THAN 3,500 PROPRIETARY AND FRANCHISED OUTLETS IN 29 COUNTRIES:
Euromaster in Europe and TCi in the United States; TyrePlus in Asia, the Middle East, Russia, Australia and Mexico; Michelin Commercial Service Network in the United States; and Michelin Truck Service Center in Asia, the Middle East and Algeria.

MEDIA RELATIONS CONTACT:
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THE MICHELIN X[®] LINE[™] ENERGY[™] RANGE

AN UNRIVALLED TRIPLE A RATING IN ROLLING RESISTANCE,
OFFERING TRUCKERS LOWER COSTS AND
IMPROVED ENVIRONMENTAL PERFORMANCE

September 23, 2014





MICHELIN X[®] LINE[™] ENERGY[™] RATED AAA IN ROLLING RESISTANCE



With more than 200,000 tires sold since January 2013, **the new MICHELIN X[®] LINE[™] Energy[™] range** has proven its ability to deliver meaningful fuel savings to long-haul truckers.

Today, Michelin is taking this ability to a whole new level by launching the market's first drive tire rated "A" in rolling resistance under EU labeling rules and a front tire also rated "A" in energy efficiency. The new models have extended a range whose trailer tire is also rated "A".

In this way, truckers can opt for the market's first fitting that has earned a "Triple A" rating in rolling resistance on every axle. Compared with the MICHELIN X[®] LINE[™] Energy[™] tires rated BBA, **these new models will help to save up to one liter of fuel per 100 km**, thereby avoiding the emission of 2.66 kg of CO₂ over the same distance.

This represents an average €1,610 reduction in the fuel bill over the initial life of the tires (i.e. before any regrooving or retreading). Moreover, these gains are delivered while maintaining Michelin performance in other areas such as safety and mileage.

These fittings embody Michelin's commitment to offering transportation professionals real-world solutions that create value in their business operations and improve their environmental footprint.

REDUCING OPERATING COSTS: A TRUCK OPERATOR'S PRIMARY CHALLENGE ⁽¹⁾

Since the 2008 recession, trucking companies have been operating on extremely tight margins, sometimes less than 1%. Irregular order intake and the lack of any demand visibility are sources of instability. At the same time, corporate fuel costs are continuing to rise, to the point that in some countries, they are now a haulage company's largest expense, ahead of payroll.

In Poland, for example, they can account for 40% of operating costs, while in France, they stand at 29%.

A NEW PHASE IN THE SEARCH FOR TRUCK OPERATOR PROFITABILITY



With its more than 200,000 tyres sold since January 2013, the new MICHELIN X[®] LINE[™] Energy[™] range has enabled Michelin to deliver meaningful fuel savings to haulage companies..

Today, with the market introduction of the MICHELIN X[®] LINE[™] Energy[™] D2, the only drive tyre rated "A" in rolling resistance under EU labeling rules, and the MICHELIN X[®] LINE[™] Energy[™] F 385/55 R 22.5 front tyre, also rated "A" in energy efficiency, Michelin is the only tyre manufacturer offering tire fittings that have earned the highest "A" rolling resistance rating across the entire vehicle. This means that the MICHELIN tyres deliver all-around energy efficiency, with the highest ratings on the front, drive and trailer axles..

Compared with the MICHELIN X[®] LINE[™] Energy[™] tyres rated BBA, the market's first "Triple A" fittings generate additional vehicle savings of up to:



• 1 liter of fuel for every 100 km traveled



• avoid the emission of 2.66 kg of carbon



This represents an average €1,610 ⁽²⁾ reduction in the fuel bill over the initial life of the tyres (i.e. before any regrooving or retreading)

(1) Comparison between the new MICHELIN X[®] LINE[™] ENERGY[™] F 385/55 R 22.5 and MICHELIN X[®] LINE[™] ENERGY[™] D2 315/70 R 22.5 tyres with fuel efficiency class A and MICHELIN X[®] LINE[™] ENERGY[™] F and D tyres introduced in 2013 in the same sizes with fuel efficiency class B. Estimated for an expected mileage of 280,000 kilometers in the tyre's first life cycle and average fuel savings of 0.5 liters per 100 kilometers, based on a fuel price of €1.15: 280.000 km x 0.5 l x €1.15 per liter = €1.610.

(2) Estimated over 280,000 km: 280,000 km x 0.5 liter x €1.15/liter = €1,610.

THE MARKET'S FIRST TIRE RANGE RATED "TRIPLE A" FOR ROLLING RESISTANCE

THE MICHELIN X[®] LINE[™] ENERGY[™] RANGE OF STEER, DRIVE AND TRAILER TIRES, ALL OF WHICH ARE RATED A, INCORPORATES MAJOR INNOVATIONS COMPARED WITH THE PREVIOUS BBA LINE.



MICHELIN X[®] LINE[™] ENERGY[™] FRONT

In its new 385/55 R 22.5 size, the MICHELIN X[®] LINE[™] Energy[™] Front tyre features a new tread pattern that further reduces its rolling resistance while continuing to deliver excellent grip thanks to its longitudinal raindrop sipes. It also features the EnergyFlex casing, M+S markings and the antisplash deflector.



MICHELIN X[®] LINE[™] ENERGY[™] D2

The market's only drive tyre rated "A" in rolling resistance:

AN ALL-NEW TREAD PATTERN:

The highly compact crown limits the deformation of the tread blocks as the tyre rolls, thereby helping to reduce rolling resistance. The new pattern also offers excellent grip, thanks to the Tower Pump sipes that improve braking and traction on wet surfaces by temporarily storing the water in the contact patch. 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[®] LINE[™] ENERGY[™] TRAILER

These include the new Carbon tread compound that reduces rolling resistance and improves mileage, and the longitudinal raindrop sipes that sustain grip throughout the life of the tyre.



THE TRUCK TYRE MARKET'S FIRST SILICA TREAD COMPOUND:

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



A CROWN BAND USING THE EVEN MORE EFFICIENT SECOND-GENERATION INFINICOIL TECHNOLOGY,

whose smaller, yet stronger cables reduce moving masses, thereby improving rolling resistance.



In addition, the MICHELIN X[®] LINE[™] Energy[™] D2 retains all of the innovations of the MICHELIN X[®] LINE[™] Energy[™] D, including the EnergyFlex casing that limits deformations and reduces rolling resistance, a self-regenerating tread.

M+S and 3PMSF markings.



MARKET LAUNCH

The AA MICHELIN X[®] LINE[™] Energy[™] tractor truck fittings, which are unlike any other commercially available tyres, will go on sale to truck manufacturers in 2015 in the following sizes, in addition to the currently marketed 315/70 R 22.5 MICHELIN X[®] LINE[™] Energy[™] BB front and drive versions:

MICHELIN X[®] LINE[™] Energy[™] F: 385/55 R 22.5
MICHELIN X[®] LINE[™] Energy[™] D2: 315/70 R 22.5

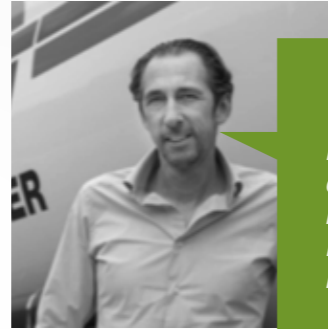
They will be introduced in the replacement markets at a later date.

200,000 MICHELIN X[®] LINE[™] Energy[™] TYRES SOLD SINCE JANUARY 2013



"In our experience, MICHELIN tyres are second to none. They combine all the features we need as a modern trucking company, delivering fuel efficiency, high total mileage, safety and reliability. We are testing MICHELIN X[®] LINE[™] ENERGY[™] tyres as part of our Energise the Road initiative. The first impressions are promising."

Andreas Baam, owner and head of Baam Transporte + Lagerung in Karlsruhe, Germany.



"We have every confidence in MICHELIN X[®] LINE[™] ENERGY[™] tyres as they deliver average fuel savings of 0.5 liters/100 kilometers. This is a really good thing because fuel represents a significant portion of total costs. Environmentally and economically speaking, Michelin is our ideal partner."

M. Kirsch, head of E. Wagner & Sohn GmbH, in Merzig, Germany.



"The new MICHELIN X[®] LINE[™] tyres in the 315/70 R 22.5 size have proven their worth by achieving high total mileage, including when used by two teams. The tyres have delivered fuel savings of 0.41 liters/100 kilometers, compared with MICHELIN X[®] ENERGY[™] SAVERGREEN tyres. Our trust has paid off 100%."

Carl Danner, head of Danner Logistik GmbH in Ingoldingen, Germany.



"By using Michelin X[®] LINE[™] ENERGY[™] tyres, we are seeing real improvements in fuel efficiency and total mileage. The partnership with Michelin matches our company's philosophy."

Volker Rumstich, head of Volker Rumstich Transport GmbH in Parchim, Germany.

SERVING TRUCK OPERATORS WITH SUPERIOR MICHELIN TECHNOLOGY

Much more than just a tyre maker, Michelin has always been a provider of comprehensive **mobility support**.

This strategic vision is underpinned by innovation, which at Michelin is focused on offering users solutions that create value by delivering more performance. Before undertaking any research and development work, user needs must be understood and their usage patterns carefully identified and analyzed. With more than 5,300 people dedicated to market intelligence activities, Michelin has developed the widest possible array of customer contact points and opportunities for interaction.

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 7,200 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 process has a **budget of more than €640 million** and is supported by the commitment of **6,600 people** around the world. They are designing the tyres of today and tomorrow, **capable of delivering superior performance without any concessions**.

ENERGISE
THE ROAD
WITH MICHELIN X[®] LINE[™] Energy[™]

<http://energisetheroad.michelin.eu>
#EnergiseTheRoad

RESPONDING TO TRUCK OPERATORS IN THE SOCIAL MEDIA SPACE

With #EnergiseTheRoad, Michelin is reaffirming its close ties to truckers in a way that is fun-filled, connected, innovative and interactive, so that the people who know the road better than anyone else can speak their minds. Since July 15 and until October 31, 2014, five "Energy Drivers" selected in five countries have been testing tyres in the Series 80 & 65 MICHELIN X[®] LINE[™]

Energy[™] range and sharing their experience, feelings and results on social media platforms. Throughout the program, the Energy Drivers will post their feedback on the trucks.michelin.eu website, detailing the number of kilometers traveled and the liters of fuel saved compared with their previous fittings.

GIVE FEEDBACK AND FOLLOW US:



READ THE TESTIMONIALS AT
www.youtube.com/michelintrucktyres



LINKEDIN
Groupe Optimizing European Road Transport Costs



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