



MICHELIN

ANAKEE ADVENTURE

MEDIA KIT

Media contact: Fflorence.marchand@michelin.com / Mobile: + 33 6 08 01 16 35



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A close-up photograph of a motorcycle's front end, showing the blue fairing, the gold-colored fork, and the black tire with a tread pattern. The image is partially obscured by a dark grey overlay on the right side of the page.

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1

THE MICHELIN ANAKEE ADVENTURE: A STRATEGIC ADDITION TO MICHELIN'S TRAIL TYRE RANGE

Given that Trail bike owners tend to use their motorcycle more frequently on sealed surfaces than off-road, Michelin has extended its range of Trail tyres with the addition of the **MICHELIN Anakee Adventure**. Designed for 80% road use and 20% track/trail, the MICHELIN Anakee Adventure stands out as the ideal solution for most dual-sport bikes thanks to features that address the full spectrum of needs expressed by customers in this increasingly dynamic, competitive and innovative market. Available for purchase since January, it packs numerous core features which address the full spectrum of this increasingly dynamic, competitive and innovative market's needs.

The distinctive adventurer appeal of the **MICHELIN Anakee Adventure**, which has been available for purchase since January, will appeal to exacting bikers who take pride in their bike's look. At the same time, it ticks all the performance-related boxes requested by bikers who use their motorcycle principally on ordinary roads, with occasional forays off-road, including in challenging conditions.

Michelin has pulled out all the stops to address the requirements of owners of models ranging from the Honda Africa Twin, BMW GS and Yamaha Super Tenere, to the Suzuki V Strom, KTM Adventure, Triumph Tiger and Moto Guzzi V85TT, whether they use their bike in all weathers for travelling to work, or predominantly at the weekend, not only on ordinary roads but also off-road.

To cover this broad variety of uses, the newcomer to MICHELIN's Trail catalogue combines new compounds, a new construction, new technologies and a new pattern to deliver superior wet- and dry-weather grip, handling performance, ride comfort and stability, especially at higher speeds. **MICHELIN Anakee Adventure** incorporates MICHELIN 2CT and MICHELIN 2CT+, technologies that were previously only a feature of MICHELIN's radial road tyres.

The new **MICHELIN Anakee Adventure** is a key addition to the brand's Trail tyre range which already included the MICHELIN Road 5 Trail (for 100% road use) and MICHELIN Anakee Wild (50% road / 50% off-road).



2

THE MICHELIN ANAKEE ADVENTURE: PACKED WITH TECHNOLOGY

New...

Thanks to its combination of new elastomers, new formulations, new technologies and new tread pattern design, the MICHELIN Anakee Adventure delivers enhanced grip performance on wet and dry roads alike, while making no concessions whatsoever to either tyre life or agility.

2CT and **2CT+**
TWO COMPOUND TECHNOLOGY
unprecedented technologies
for the Trail tyre market

Introduced initially on the radial MICHELIN Power Race in 2005, MICHELIN 2CT and MICHELIN 2CT+ was previously a feature of tyres designed exclusively for road use.

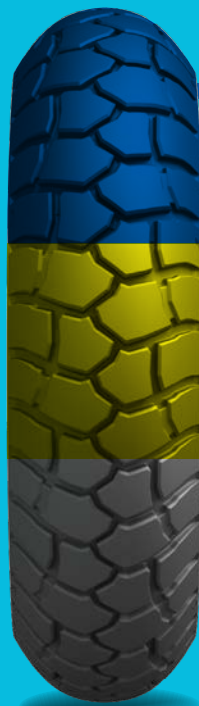
The **MICHELIN Anakee Adventure** incorporates these two technologies which apply to the front and rear **MICHELIN Anakee Adventure** respectively.

Thanks to 2CT, the front tyre combines different all-silica compounds for the crown and shoulders to ensure outstanding grip at all times – especially on wet ground – with no detriment to either dry weather performance or tyre life.

Thanks to MICHELIN 2CT+ technology, the rubber compound used for the tyre's crown serves as a rigid ply that passes beneath the edges of the compound employed for the shoulders. This arrangement makes the tread stiffer in depth for enhanced stability when leaning while delivering the same high performance in wet and dry conditions, with no detriment to tyre life.



CONSTRUCTION AND COMPOUND



NEW PROFILE

- > Greater agility
- > Stability at higher speeds

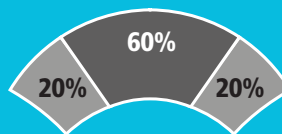
NEW SILICA COMPOUNDS

- > Outstanding grip on wet roads with no detriment to dry-weather grip or resistance to wear

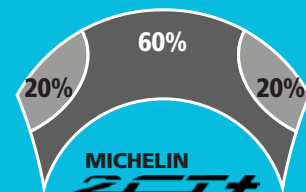
2CTs TECHNOLOGIES

Front: 2CT

Rear: 2CT+
(enhanced stability)



MICHELIN
2CT
TWO COMPOUND TECHNOLOGY



MICHELIN
2CT+

**New compounds
for even greater stability**

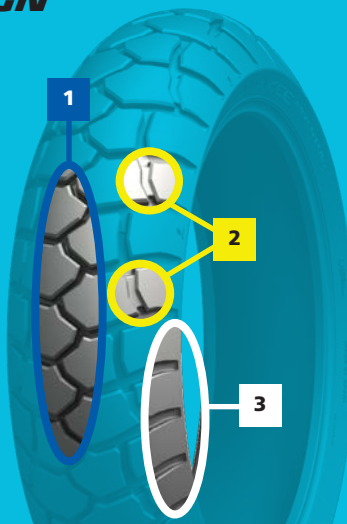
In addition to the 2CT/2CT+ technology it packs and the optimised land-to-sea ratio of its tread pattern, the **MICHELIN Anakee Adventure** features two new all-silica compounds which provide a combination of optimised stability at higher speeds and a level of agility that is sure to satisfy the most exacting riders.

**Designed chiefly for road use
with a tread pattern that inspires adventure**

TREAD PATTERN DESIGN

1 Fully-grooved tread pattern for greater confidence and traction on loose surfaces

2 Bridge blocks along the shoulders (derived from the tread pattern of the MICHELIN Anakee Wild) for greater cornering stability

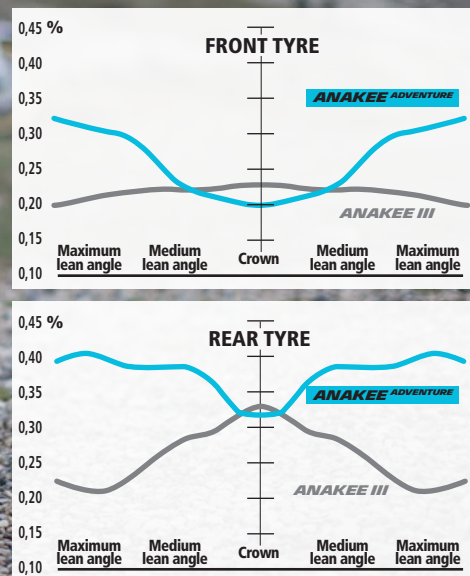


+ M+S marking (Mud and Snow)

3 Grooves widen towards the shoulders to improve

TREAD PATTERN DESIGN 'LAND-TO-SEA' RATIO OPTIMISED AS A FUNCTION OF LEAN ANGLE

- > Low land-to-sea ratio for the crown (stability at higher speeds)
- > Ratio gradually increases at medium lean angles (grip in wet)
- > High ratio at maximum lean angles (grip in wet and dry)
- > Superior balance / resistance to wear / stability / handling



Although the tread pattern of the **MICHELIN Anakee Adventure** is very open, its sea-to-land ratio has been optimised to deliver excellent performance whatever the conditions.

The crown features a more compact pattern to ensure outstanding straight-line stability at higher speeds, while the grooves gradually widen towards the shoulders to increase the **MICHELIN Anakee Adventure's** water clearance capacity at different angles of lean for superior performance on wet roads.

Last but by no means least, the **MICHELIN Anakee Adventure's** tread pattern is grooved across the entire crown to boost rider confidence and enhance ride comfort.

3

MICHELIN ANAKEE ADVENTURE, TECHNICAL DATA

Available sizes

POSITION	DIMENSION	COMMERCIALISATION DATE
FRONT	90/90 - 21 54V TL/TT	01/2019
	100/90 - 19 57V TL/TT	08/2019
	110/80 R 19 59V TL/TT	01/2019
	120/70 R 19 60V TL/TT	01/2019
REAR	130/80 R 17 65H TL/TT	08/2019
	140/80 R 17 69H TL/TT	08/2019
	150/70 R 17 69V TL/TT	01/2019
	170/60 R 17 72V TL/TT	01/2019
	150/70 R 18 70V TL/TT	01/2019

MICHELIN TRAIL TYRE RANGE

JANUARY 2019

Track/trail use

Road use

MICHELIN ANAKEE ADVENTURE

MICHELIN ANAKEE WILD

MICHELIN ROAD 5 TRAIL

4

THE MICHELIN ANAKEE ADVENTURE, **APPROVED BY MOTORCYCLE MANUFACTURERS**

The MICHELIN Anakee Adventure chosen for the BMW R1250 GS

BMW and Michelin, two brands renowned around the world for their expertise and exacting standards, have stepped up their mutual confidence and reinforced their collaboration.

The association between the two firms began with the iconic BMW GS in 2005. Today's **MICHELIN Anakee Adventure** closely addresses the needs of BMW R1250 GS owners who tend to use their trail bike on ordinary roads but who also enjoy riding off-road from time to time.

Partnership with Moto Guzzi

Moto Guzzi, too, has chosen the **MICHELIN Anakee Adventure** to equip the Moto Guzzi V85TT.

Michelin's new Trail tyre combines distinctive, adventurer, off-road styling with greater straight-line stability, notably at higher speeds, first class agility, outstanding handling on wet roads and safety, parameters that are all seen as paramount by the Italian manufacturer.



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MICHELIN

LANDMARK DATES AND NUMBERS

FOUNDED

1889

PRODUCTION FACILITIES

121 FACTORIES IN 17 COUNTRIES

STAFF

117,400 WORLDWIDE

RESEARCH AND DEVELOPMENT

**MORE THAN 6,000 R&D STAFF WORKING
ON THREE CONTINENTS (NORTH AMERICA, EUROPE, ASIA)**

R&D BUDGET (2018)

€648 MILLION

NET SALES (2018)

€22.08 BILLION

Michelin's mission is to promote the sustainable mobility of people and goods. Michelin designs, manufactures and markets tyres for all types of vehicle. Michelin also markets a range of innovative digital services, including vehicle fleet management systems and tools designed to aid mobility. In addition, it publishes a portfolio of travel, hotel and restaurant guides, as well as road maps and atlases. Based in Clermont-Ferrand, France, the Group is active in 170 countries, employs a staff of 117,400 and operates 121 production facilities in 17 countries. The Group has Research and Development Technology Centres in Europe, North America and Asia. (www.michelin.com).

