

MICHELIN POWER TYRES

A RANGE REINVENTED



**MEDIA KIT
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<https://mediaevent.michelin.com/shared.html?gallery=4b94-79ca-f55b-415d95e61709>

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foreword



Ulrike Ristau
Business Development Director

The MICHELIN POWER range reinvented **A reinvented range, including the core MICHELIN POWER ROAD tyre line**

*Practically the only thing the new **MICHELIN POWER** range shares with its predecessor is its name!*

*In response to the needs of today's cyclists at a time when road bicycles are becoming increasingly versatile, Michelin is poised to introduce its latest, almost entirely-renewed, streamlined, comprehensive and affordable **MICHELIN POWER** range in 2020.*

Designed to address the different ways people go cycling, from recreational cyclists, to passionate fans and competitors, it features five distinct tyre lines and eight different products (with and/or without innertubes) that combine innovation with very high performance.

*The **MICHELIN POWER ROAD** tyre line is the range's core range and has been conceived to meet the demand of sports and touring cyclists alike. In addition to covering some 80 percent of their needs, it is rider-friendly and combines energy efficiency with outstanding grip on wet roads for superior safety, effective crown- and sidewall-protection for longer tyre life and excellent energy efficiency. It outclasses its chief competitors in the first two of these areas to stand out as a benchmark for exacting cyclists.*

*In addition to the **MICHELIN POWER ROAD** tyre line, four other tyre lines are available to address more specific uses.*

- The **MICHELIN POWER COMPETITION TUBULAR** and the **MICHELIN POWER TIME TRIAL** for competition use,
- The **MICHELIN POWER ALL SEASON** tyre line for difficult conditions.
- The **MICHELIN POWER CYCLOCROSS MUD** and **MICHELIN POWER CYCLOCROSS JET**, with Tubeless Ready and Tubular versions for cyclocross use,
- The **MICHELIN POWER GRAVEL** is a specific tyre line cycling on gravel.

Some of these tyre lines propose Tubeless Ready versions to address the growing demand of customers and bicycle manufacturers.

*In the course of the new **MICHELIN POWER** range's development, engineers working out of the brand's Research and Development Centre worked closely with the Cofidis Solution Crédits road bicycle racing team, notably on the **MICHELIN POWER COMPETITION TUBULAR** and **MICHELIN POWER TIME TRIAL**.*

Among the many factors they took into account, they addressed the fact that bicycles are becoming increasingly sophisticated machines. The way disc brakes and tyres interact, for example, led to a fresh approach to the development process, notably in terms of the quest for optimum grip performance.

Meanwhile, research into the physical and chemical properties of the materials employed, as well as their design, has emerged as one of the chief drivers of innovation in the realm of energy efficiency.

THE **MICHELIN POWER** RANGE AT A GLANCE

1 RANGE, 5 DISTINCT TYRE LINES, 5 DIFFERENT TYPES OF USE

ON ROAD

**MICHELIN POWER
COMPETITION TUBULAR**
**MICHELIN POWER
TIME TRIAL**



**MICHELIN POWER
ALL SEASON**



**MICHELIN
POWER
ROAD**



OFF ROAD

**MICHELIN POWER
CYCLOCROSS JET**
**MICHELIN POWER
CYCLOCROSS MUD**



**MICHELIN
POWER GRAVEL**



2 MAIN APPLICATIONS

MICHELIN POWER GRAVEL
MICHELIN POWER CYCLOCROSS

MICHELIN POWER ROAD
**MICHELIN POWER COMPETITION
TUBULAR ET TIME TRIAL**
MICHELIN POWER ALL SEASON

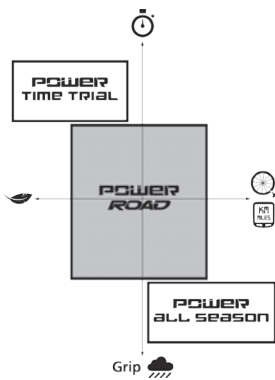
OFF ROAD

ON ROAD

THE **MICHELIN POWER** RANGE IN NUMBERS



- 1** A reinvented range, with **1** core tyre line
- 2** More than one in two users of premium road tyres purchases their tyres on the internet
- 5** The number of different types of usage identified, and a specific tyre line for each one
- 8** The number of different tyres that make up the **MICHELIN POWER** range
- 18** The number of months needed to bring the **MICHELIN POWER** range and all its new features to market
- 21** The number of wins scored by the **MICHELIN POWER COMPETITION TUBULAR**
- 22** The number of distinct product references that make up the **MICHELIN POWER** range
- 54** The number of podium finishes scored by the **MICHELIN POWER COMPETITION TUBULAR**
- 80** The **MICHELIN POWER ROAD** covers 80 percent of the different types of road cycling usages
- 100** The **MICHELIN POWER** range targets 100 percent of road cyclists who are looking for excellence from their tyres
- 150** The number of cyclists in Michelin's 'rider base'
- 2,000** The number of cyclists questioned worldwide to pinpoint customers' demands
- 600,000** The number of kilometres covered in testing



THE MICHELIN **POWER ROAD**

THE MICHELIN POWER RANGE'S CORE TYRE LINE
AND A BENCHMARK FOR EXACTING CYCLISTS

The new MICHELIN POWER ROAD – which will go on sale in January 2020 – is the MICHELIN POWER range's core tyre line.

One of the very best tyres available on the market, it combines safety performance with long life to meet the needs of the vast majority of recreational and more active cyclists alike by covering some 80 percent of usages.

The **MICHELIN POWER ROAD** comes in a choice of two versions: Tube Type and Tubeless Ready, a high-growth segment.

Its latest-generation X-Race Compound is optimised for the world of racing and combines grip on wet and dry roads with efficiency.

The **MICHELIN POWER ROAD**'s siped shoulders and silica-based compound deliver outstanding lateral grip to provide cyclists with superior safety when cornering at speed, particularly in damp conditions.

The crown of the Tube Type version has been reinforced using Aramid Protek+ technology (which features very-high density cross-laid strengthening) to significantly reduce the risk of puncturing by forming aramid triangles that maximise protection in spite of their light weight.

The Tubeless Ready* version comes with Air Proof technology for strength and optimal sealing which is further enhanced by the **MICHELIN POWER ROAD** Tubeless Ready's robust yet lightweight 4x120 TPI casing.

TUBE TYPE



TUBELESS READY



Available sizes

TUBE TYPE	700X23C 23-622	MICHELIN POWER ROAD Black TS
	700X25C 25-622	MICHELIN POWER ROAD Black TS
	700X28C 28-622	MICHELIN POWER ROAD Black TS
	700X25C 25-622	MICHELIN POWER ROAD Blue TS
	700X25C 25-622	MICHELIN POWER ROAD Red TS
TUBELESS READY*	700X25C 25-622	MICHELIN POWER ROAD Black TS TLR
	700X28C 28-622	MICHELIN POWER ROAD Black TS TLR
	700X23C 32-622	MICHELIN POWER ROAD Black TS TLR

(*) Available in March 2020.

THE MICHELIN **POWER** **COMPETITION TUBULAR** AND MICHELIN **POWER TIME TRIAL**

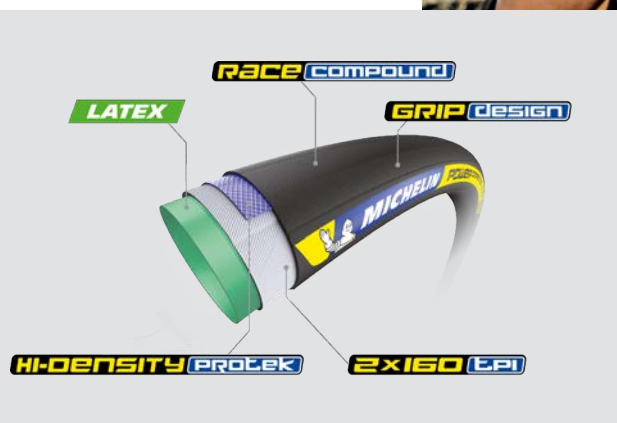
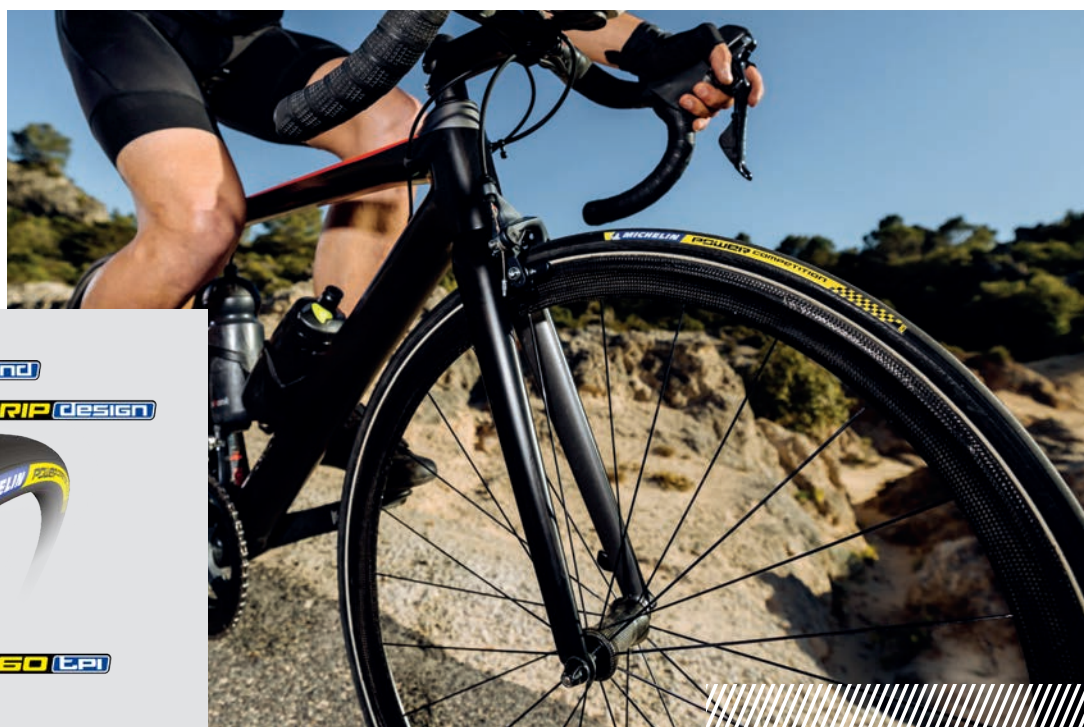
TUBELESS AND TUBED RACING TYRES

■ **THE MICHELIN POWER COMPETITION TUBULAR:** tested and approved by Cofidis Solutions Crédits

The **MICHELIN POWER COMPETITION TUBULAR** is a tubular racing tyre that was tested and approved by the road bicycle racing team Cofidis Solutions Crédits. It has been on public sale since April 2019. Designed for competition use, it meets the expectations of even the most exacting cyclists thanks to its combination of energy efficiency, grip and strength.

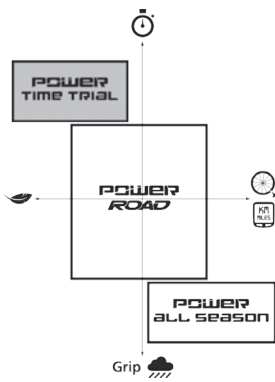
It was raced in extreme conditions throughout the 2018 and 2019 professional road bicycle racing seasons by Cofidis Solutions Crédits and harvested 54 podium finishes – including 21 wins – in the course of its first campaign.

With regard to the technology it packs, this tubular tyre combines aramid-reinforced cotton with a latex innertube for superior efficiency and strength. Its new compound is derived from that of the **MICHELIN POWER** range to provide outstanding efficiency and grip on both dry and wet roads, while Hi-Density Protek cross-laid strengthening offers further protection against punctures.



Available sizes

700X23C	23-622	MICHELIN POWER COMPETITION TUBULAR Black
700X25C	25-622	MICHELIN POWER COMPETITION TUBULAR Black
700X28C	28-622	MICHELIN POWER COMPETITION TUBULAR Black



■ **THE MICHELIN POWER TIME TRIAL***: the tyre for posting fast times

New for 2020: The **MICHELIN POWER TIME TRIAL** targets demanding competitors who are looking for a lightweight tyre that gives them a speed boost when competing in races, time trials, triathlons or ultra distance events.

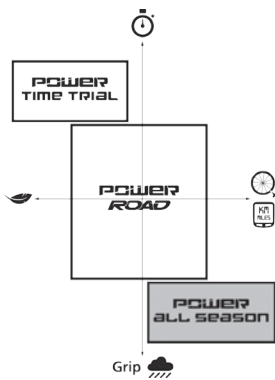
This new addition to the **MICHELIN POWER** range is the lightest of all MICHELIN's premium road tyres. It owes its low weight to its 3x180 TPI casing and new RACE-2 compound which combine to deliver exceptional efficiency and a competitive edge in long-distance races, or when looking to save valuable seconds.



Available sizes

700X23C 23-622	MICHELIN POWER TIME TRIAL Black TS
700X25C 25-622	MICHELIN POWER TIME TRIAL Black TS

*Available in January 2020



THE MICHELIN **POWER ALL SEASON**

THE TYRE LINE FOR DIFFICULT CONDITIONS AND TRAINING USE

A significant proportion of Michelin's innovation work involves selecting the most appropriate materials for all the constituent parts of its tyres.



It is this approach that is behind the **MICHELIN POWER ALL SEASON's** outstanding grip in wet weather. Its superior safety on dirty, slippery roads has effectively been achieved thanks to its Hi-Grip Design tread pattern and Grip Compound compound which performs effectively in cold weather.

Thanks to the tread pattern's design, the number of sipes in contact with the ground gradually increases as a function of the bicycle's lean angle for greater safety, even in adverse conditions. Meanwhile, aramid strengthening protects the tread across the entire width of the crown and up most of the sidewall.

Available sizes

700X23C	23-622	MICHELIN POWER ALL SEASON Black TS
700X25C	25-622	MICHELIN POWER ALL SEASON Black TS
700X28C	28-622	MICHELIN POWER ALL SEASON Black TS

THE MICHELIN **POWER** **CYCLOCROSS TYRE LINE**

TO EXCEL IN TRAINING

The instantly-recognisable green MICHELIN POWER CYCLOCROSS is designed for cyclists who are looking for grip and efficiency. To achieve this, Michelin drew inspiration from one of the best compounds to have emerged in recent years, the colour of which is synonymous with high performance and victory.

The tread pattern of the **MICHELIN POWER CYCLOCROSS JET** is carried over from that used for the MICHELIN XC tyre lines to deliver superior grip on dry roads and outstanding performance when used off road.

The **MICHELIN POWER CYCLOCROSS MUD** places the emphasis on traction and grip in wet conditions and/or on soft ground. The design of its new tread pattern comprises widely-spaced tread blocks for precise cornering, even in mud

The **MICHELIN POWER CYCLOCROSS** comes in a choice of two versions: Tubeless Ready and Tubular.

■ **The Tubeless Ready version** combines performance comparable with that of a tubed tyre while delivering the benefits associated with a tubeless construction. Its crown and sidewalls feature Bead 2 Bead Protek cross-laid strengthening for maximum protection and a considerably lower risk of puncturing.

■ **The Tubular version** of the **MICHELIN POWER CYCLOCROSS** – which stands out through its beige sidewalls – addresses hardened competitors and provides a completely reassuring ride. The casing's cotton strengthening provides protection against knocks when riding with low tyre pressures or on rough terrain, while the adaptable valve suits all types of rim profile.



Available sizes

700X33C	33-622	MICHELIN POWER CYCLOCROSS JET Green
700X33C	33-622	MICHELIN POWER CYCLOCROSS JET Green TS
700X33C	33-622	MICHELIN POWER CYCLOCROSS MUD Green
700X33C	33-622	MICHELIN POWER CYCLOCROSS MUD Green TS



THE MICHELIN **POWER GRAVEL**

THE TUBELESS READY TYRE LINE THAT IS AT HOME ON ROADS AS IT IS ON TRACKS AND TRAILS

The **MICHELIN POWER GRAVEL** delivers outstanding grip, efficiency and strength on sealed and loose surfaces alike. A Tubeless Ready tyre, it combines efficient sealing with protection against punctures.

Its Gravel Design tread pattern features small tread blocks for high grip and low rolling resistance on mixed surfaces.

BEAD 2 BEAD PROTEK strengthening protects the entire casing for optimised toughness and longer tyre life, a quality that is further improved by the **MICHELIN POWER GRAVEL**'s exclusive new X-Miles Compound.

Lastly, ride comfort is enhanced by the tyre's lightweight 3x120 TPI casing.



Available sizes

700X33C	33-622	MICHELIN POWER GRAVEL Black TS
700X35C	35-622	MICHELIN POWER GRAVEL Black TS
700X40C	40-622	MICHELIN POWER GRAVEL Black TS

MICHELIN LANDMARK FACTS AND DATES

FOUNDED

1889

PRODUCTION FACILITIES

67 FACTORIES

STAFF

MORE THAN 125,000 WORLDWIDE

RESEARCH AND DEVELOPMENT

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

R&D BUDGET (2018)

€648 MILLION

NET SALES (2018)

€22.03 BILLION



A new book "MICHELIN: a human adventure".

Brothers Edouard and André Michelin first made an impact on the transport industry with the invention of the removable tyre. Initially intended to help cyclists repair punctures more quickly, the innovation soon became a symbol of both mobility and technical and social progress. As pioneers in numerous fields, the Michelin brothers were the first to run an automobile on inflatable tyres.

They also invented a modern system of road signs and made a name for themselves in the world of advertising, too, by taking inspiration from a pile of tyres to create the Michelin Man in 1898. The

genial character went on to be associated with all the mobility-related evolutions that were introduced by the firm over the following century, including key technical breakthroughs, a successful involvement in motorsport and the publication of a unique collection of maps and guides.

In parallel to its international expansion, the company also had to contend with major crises. The history of Michelin, a figurehead of French industry for 130 years and one of the leading players in today's global tyre market, is therefore linked inextricably with that of French society and the world events that marked the 20th Century.

It is this experience that helps Michelin continue to find solutions that address the challenges we face this century, from the use of eco-friendly rubber to the exploration of new energy sources.

About Michelin:

Michelin's ambition is to sustainably improve the mobility of its customers. As a leader in the mobility sector, Michelin designs, manufactures and markets tyres that are most suited to its customers' needs and usages, as well as services and solutions aimed at improving transportation efficiency. The company also offers packages guaranteeing a unique experience to customers when travelling. Lastly, Michelin develops high-tech materials for applications in a range of sectors.

Based in Clermont-Ferrand, Michelin operates in 170 countries, employs more than 125,000 people and runs 67 tyre factories which together produced approximately 190 million tyres in 2018. (www.michelin.com)