

## Michelin presents AgroPressure *by Michelin*, a free of charge decision support module, at the 2019 Agritechnica Show

Michelin's ambition is to contribute to an improved mobility that is safer, cleaner, more accessible and more efficient. This commitment is reflected by a strategy and a range of products and services for a more sustainable mobility.

The Michelin Group is increasingly committed to serve agricultural professionals by supporting them to protect their soil. For each farmer, the Michelin Group now offers a customized solution for each purpose, adapted to their challenges, like agronomic yield. All of this comes together at the 2019 Agritechnica show, including the presentation of the new AgroPressure *by Michelin* service.

Nowadays, farmers have to determine the pressure of their tires by estimating the load of their agricultural convoy and then referring to the manufacturers' table of recommendation. The calculation is manual and tedious and it has to be readjusted for each implement and each tractor. In addition, the farmer has no information on the compaction risk which also depends on the type and condition of the soil.

Thus, Michelin wants to provide a connected, smooth and free of charge solution so farmers can obtain the best performance from their machines, protect their soil and increase their agronomic yield. A solution which also has a positive effect on fuel costs and tire wear.

On the occasion of the show, Michelin presents its AgroPressure *by Michelin* decision support module in partnership with 365FARMNET and Terranimo, developed by the University of Berne (BFH). It combines the expertise of these three market players recognized for their knowledge of machines, tires and soils.

Thanks to the AgroPressure *by Michelin* module, available on the 365FARMNET platform, farmers can access "pressure" and "soil protection" advice through this unique interface that is personalized and synchronized with their equipment list.

This solution also takes into account the farmers' requirements to be able to manage all machines regardless of their tire brand. The module therefore integrates all main brands of agricultural tires available on the market and calculates the convoy load.

### How does the AgroPressure *by Michelin* module work?

When the module is used for the first time on the 365FARMNET platform, and thanks to Michelin's vehicle database, the farmer selects the list of his machines, their tire equipment, the type of work to be carried out and the tools used. Thus, he receives personalized and speed-adjusted "pressure" advice in real time. When entering the type and condition of the soil of his land, the farmer then receives a recommendation on whether the area can be accessed, taking into account the compaction risk. Once the optimal pressure is set, the configuration is saved, so the tool becomes a "pressure" memo, aimed at saving time when changing implements.

"Our goal was to offer an easily accessible, simple, free of charge and complete "pressure" advice module to farmers. This is the first multi-brand module available on the market with an alert for compaction risk. Michelin has brought together three experts to offer a global solution for the management of machines, tires and soils: a real innovation for sustainable agriculture," explains Benoit Beraud-Sudreau, Head of Digital Marketing at Michelin.

Access to AgroPressure *by Michelin* is free of charge and available to users of 365FARMNET in English, French and Polish.

Michelin's latest key dates in the agricultural world:

**2004:** Michelin invents the Ultraflex technology which allows for significant flexion of the sidewalls and low-pressure use. The increased footprint improves the load distribution, significantly reduces soil compaction, increases agronomic yield and thus economic profitability.

**2017:** Michelin invents the EvoBib tire, the first scalable tire. It benefits from the "2 in 1" technology whereby the shape and footprint of the tire adjust to the farmer's requirements, thus optimizing the tire when used on roads and in the field.

**2018:** Michelin launches Zen@Terra, a solution to adjust the pressure with two clicks from the tractor console in real time and while driving. It includes in particular a PTG tire pressure control system and a smart box.

The Michelin Group completes the acquisition of Camso, thus strengthening its global leadership in off-road solutions.

**2019:** Michelin launches AgroPressure *by Michelin* in partnership with Terranimo on the 365FARMNET platform. This free of charge, personalized and real-time decision support module adjusts tire pressures, optimizes vehicle performance and measures compaction risks.

First full presentation of the Michelin Group's complementary range for tires and caterpillars on the same stand at the occasion of the 2019 Agritechnica Show.

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#### About Michelin

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 125,000 employees and operates 67 tire production facilities which together produced around 190 million tires in 2018. ([www.michelin.com](http://www.michelin.com))

