

# **MICHELIN** **AT EICMA 2019**

*MILAN, ITALY*



*PRESS KIT*  
**NOVEMBER 2019**

**MEDIA CONTACTS:**  
FLORENCE MARCHAND: +33 6 08 01 16 35  
PAUL CORDLE: +33 7 78 39 21 40





SHARK

Yamaha

YAMAHA

YZF-R6

SCORPION

Brembo

# Contents

## Foreword

A REVOLUTION IS UNDERWAY! .....	Page <b>1</b>
MICHELIN AND THE 2019 EICMA SHOW IN 10 NUMBERS .....	Page <b>3</b>
NEW MICHELIN TYRES DUE IN 2020 .....	Page <b>4</b>
> <b>The MICHELIN Power</b> Four distinct sports tyre ranges .....	Page <b>5</b>
> <b>The MICHELIN City Grip 2</b> Safety in all circumstances .....	Page <b>9</b>
> <b>The MICHELIN Commander III Cruiser and MICHELIN Commander III Touring</b> Because peace of mind is the most precious of all liberties .....	Page <b>11</b>
> <b>The MICHELIN Enduro XTrem and MICHELIN StarCross 5 Mini</b> Two new off-road tyres .....	Page <b>13</b>
MICHELIN GROUP .....	Page <b>14</b>



To download photos:

<https://mediaevent.michelin.com/shared.html?gallery=a81c-ecb2-e29f-4451b1a80f87>

Photo credits: MICHELIN / Florent GIFFARD - MICHELIN / Eric Malherbe



# Foreword

## A REVOLUTION IS UNDERWAY!

When looking at the official poster for the 2019 EICMA Show, which pays homage to Leonardo da Vinci in acclaiming 'Revolutionary Motion' and everything that it stands for with regard to innovation and pioneering flair, we feel compelled to ask ourselves how mobility will look in the future.

Whatever the answer, it is something for which we must prepare – and prepare thoroughly. Mobility is currently in the midst of a significant transformation – a revolution, one might even say – as we strive to make the ways we move around safer, more respectful of the environment and more accessible. This is no passing fad, it is a necessity. That is how Michelin views the future of mobility, and our two-wheel division is completely in-line with this strategy.

The motorcycle tyre market is a growth sector in which Michelin is continuing to invest and innovate, while at the same time reinforcing its position, as illustrated several months ago when the company acquired Multistrada, a major player in the tyre industry. Meanwhile, the number of tyres Michelin has sold for motorised two-wheeled vehicles has doubled over the past five years, and we expect it will double again over the next half-decade.

As one of the main players in the quest for safer,

cleaner, more accessible and more efficient forms of mobility, we also need to be attentive to the raw materials we use. Within the next 30 years, some 80 percent of the raw materials the Group employs to make its tyres will be sustainable – by which we mean either renewed or recycled.

When you consider mobility in its broader sense – notably in built-up areas – it is fascinating to witness the pace at which things are progressing. Mobility is effectively undergoing a major transformation and is providing people with ways of travelling from A to Z they could not even have imagined only a few years ago. Uses are changing, and with them, so are consumer trends.

The Michelin Group's ability to adapt to mobility-related changes over the course of its 130-year history is well-documented. Indeed, we have increasingly tackled this transformation hand-in-hand with other key players in the domain and this has led to partnerships today with electric motorcycle fleets, bicycle sharing-schemes and recreational mobility stakeholders like Hertz Ride.

Similarly, the partnerships it has forged with motorcycle manufacturers enable Michelin to become involved at an early stage in the design and development of new models. This speaks volumes for Michelin's reputation as a leading



innovator and the relationships of trust it has established around the world with such major makes as BMW, Honda, Harley-Davidson, Piaggio, KTM and Yamaha, to name but a few.

Because of the increasing scope of the mobility-related challenges we face, Michelin is determined to cover all the bases with the same engagement, which is why we are investing in the most exacting and pioneering forms of two-wheel motorsport on the planet, including MotoGP and MotoE. When it comes to performance, we strive unrelentingly to keep pushing the envelope. At Michelin, real bridges exist between our racing and road tyres, and that is because we use motorsport as a unique laboratory and an instrument for innovation.

For all of these reasons, our nine new tyres that are due to go on public sale in 2020 are unprecedented and, between them, will account for 25 percent of Michelin sales.

- > **The MICHELIN Power range:** four new tyres aimed at bikers for whom riding enjoyment is the number one priority,
- > **The MICHELIN City Grip 2** range, for everyday scooter users who seek maximum safety in all conditions,
- > **The MICHELIN Commander III Touring**

and **MICHELIN Commander III Cruiser**, for fans of wide open spaces eager to eat up the miles without worry.

- > Last but by no means least, the brand's new offerings are rounded out by two tyres intended for competitive off-road use – **the MICHELIN StarCross 5 Mini** and **MICHELIN Enduro Xtrem**.

This all goes to show that mobility is a cause that unites everyone, from users of electric urban two-wheelers to fans of high performance and riders who prefer touring. In all instances, we must address the concerns we face together today, most notably with regard to reducing our ecological footprint.

**This year, the Michelin Group is celebrating its 130th birthday and we are proud to be here at EICMA 2019 as we mark this key milestone in our history. To be sharing with you all such exciting prospects for the future in the shape of our nine new tyres for 2020 that underscore our determination to carry on making bigger and better contributions to the enhancement of mobility... we believe this is the best birthday gift Michelin can offer the world of mobility!**

# Michelin and the 2019 EICMA Show in numbers

**1** Michelin is Europe's number one manufacturer of scooter tyres

**2** Michelin doubled its motorcycle tyre sales over the period from 2014 to 2019

**2** Michelin expects to double its motorcycle and scooter tyre sales over the next five years

**9** The number of important new products that will be released for sale in 2020

**25** The proportion (expressed as a percentage) of our sales represented by the new ranges to be released in 2020

**50** The number of motorcycle and scooter tyre ranges marketed by MICHELIN

**80** The proportion (expressed as a percentage) of sustainable raw materials that Michelin will use to manufacture its tyres within the next 30 years

**1889** The year Michelin was founded. This year, the company is celebrating its 130th anniversary

**2008** The year Michelin's partnership with Harley-Davidson began and the year of the launch of the MICHELIN Scorcher which was developed specifically for the American motorcycle brand

**8,000,000** The number of MICHELIN City Grip tyres sold between 2010 and 2018

# New MICHELIN tyres due in 2020

## THE MICHELIN POWER: FOUR DISTINCT RANGES OF SPORTS TYRES

In a show of strength that owes as much to its technological capacity as it does to its production footprint, Michelin is poised to launch not one but four new tyre ranges aimed at exacting motorcyclists in 2020, namely **the MICHELIN Power 5, the MICHELIN Power GP, the MICHELIN Power Cup<sup>2</sup> and the MICHELIN Power Slick<sup>2</sup>.**

**The new MICHELIN Power line** places the accent on delivering unique sensations, performance and riding enjoyment to riders who derive immense satisfaction from taking the perfect line through corners, who know they can improve their lap times when riding to the maximum of their and their bike's potential, or who seek unbridled pleasure, completely at one with their machine.

### *MICHELIN'S LONG AND SUCCESSFUL HISTORY IN MOTORCYCLE RACING*

Nothing pushes the envelope like motorsport and Michelin boasts a long and successful involvement in world-class motorcycle racing:

**1974:** GP500's first slick tyres

**1976:** Barry Sheene wins the GP500 title on Michelin tyres

**1977:** Michelin claims all five world titles (50cc, 125cc, 250cc, 350cc and 500cc)

**1984:** GP500's first radial tyre

**1992:** The first GP500 tyre to feature a silica-reinforced compound

**1997:** Michelin introduces ZR radial technology

**1999:** Michelin presents its new Pilot Sport range to meet the needs of all types of rider

**2005:** Michelin launches the Power Race, featuring 2CT technology

**2016:** Michelin returns to the MotoGP™ World Championship

**2019:** Michelin is involved in the first all-electric motorcycle racing championship as official supplier to MotoE

*THE MICHELIN  
POWER 5*

*THE MICHELIN  
POWER GP*

*THE MICHELIN  
POWER CUP<sup>2</sup>*

*THE MICHELIN  
POWER SLICK<sup>2</sup>*



# THE MICHELIN POWER 5

The **MICHELIN Power 5** targets sports motorcycle owners who use their bike intensively on public roads. The priorities of these riders range from long tyre life and good grip performance – whatever the conditions but more especially in wet weather – to efficient traction and reassuring handling under braking. The wet-weather grip provided by the **MICHELIN Power 5** is exceptional.



## CHIEF CHARACTERISTICS OF THE MICHELIN POWER 5:

- Innovative compound, incorporating silica and carbon black,
- MICHELIN 2CT technology (front tyre) and MICHELIN 2CT+ technology (rear tyre),
- A sea-to-land ratio of 11 percent front and rear,
- A new design and sidewalls that feature Michelin's Premium Touch Technology.

## AVAILABLE SIZES – MICHELIN POWER 5

FRONT	120/70 ZR 17 M/C (58W) F TL
REAR	160/60 ZR 17 M/C (69W) R TL 180/55 ZR 17 M/C (73W) R TL 190/50 ZR 17 M/C (73W) R TL 190/55 ZR 17 M/C (75W) R TL 200/55 ZR 17 M/C (78W) R TL





# THE MICHELIN POWER GP

The MICHELIN Power GP targets motorcyclists who use their sports bike on public roads but who occasionally take it to circuits for trackdays or tuition, for example. The MICHELIN Power GP offers high performance levels in these situations.



## CHIEF CHARACTERISTICS OF THE MICHELIN POWER GP:

- A compound that incorporates silica and carbon black,
- MICHELIN 2CT technology (front tyre) and MICHELIN 2CT+ technology (rear tyre) conceived to deliver superior performance on public roads and racetracks alike,
- ‘Slick zones’ on the sidewalls for track use,
- A sea-to-land ratio of 6.5 percent,
- Sidewalls that feature Michelin’s Premium Touch Technology.

## AVAILABLE SIZES – MICHELIN POWER GP

FRONT	120/70 ZR 17 M/C (58W) F TL
REAR	180/55 ZR 17 M/C (73W) R TL 190/55 ZR 17 M/C (75W) R TL 190/50 ZR 17 M/C (73W) R TL



# THE MICHELIN POWER CUP<sup>2</sup>

Although the MICHELIN Power Cup<sup>2</sup> is essentially designed for track use, it is type approved for road use. It offers fast lap times both over a single lap and on a run of many laps.



## CHIEF CHARACTERISTICS OF THE MICHELIN POWER CUP<sup>2</sup>:

- MICHELIN 2CT technology (front tyre) and MICHELIN 2CT+ technology (rear tyre), plus a compound designed primarily for on-track performance,
- Sea-to-land ratios of four and five percent for the front and rear tyres respectively, enabling it to be type approved for road use,
- Sidewalls that feature Michelin's Premium Touch Technology.



### AVAILABLE SIZES – MICHELIN POWER CUP<sup>2</sup>

FRONT	120/70 ZR 17 M/C (58W) F TL
REAR	180/55 ZR 17 M/C (73W) R TL 190/55 ZR 17 M/C (75W) R TL 200/55 ZR 17 M/C (78W) R TL

# THE MICHELIN POWER SLICK<sup>2</sup>

The **MICHELIN Power Slick<sup>2</sup>** is designed for track use and track-day fans, but is not type-approved for road use. It is primarily for riders whose main priority is speed. It offers fast lap times both over a single lap and on a run of many laps.



## CHIEF CHARACTERISTICS OF THE MICHELIN POWER SLICK<sup>2</sup>:

- 2CT (front tyre) and 2CT+ (rear tyre) technology with a dedicated compound, developed uncompromisingly for on-track performance,
- Sidewalls that feature Michelin's Premium Touch Technology.



### AVAILABLE SIZES – MICHELIN POWER SLICK<sup>2</sup>

FRONT	120/70 ZR 17 M/C (58W) NHS F TL
REAR	190/55 ZR 17 M/C (75W) NHS R TL 200/55 ZR 17 M/C (78W) NHS R TL

The sidewalls of all Michelin's premium motorcycle tyres feature **PREMIUM TOUCH TECHNOLOGY**, a new Michelin-patented laser-based technology that causes light to be absorbed differently in different places to produce a deeper shade of black. The result is an elegant branding signature that naturally attracts the eye.

# THE MICHELIN CITY GRIP 2

## Safety in all circumstances

When it comes to tyres, the priorities listed by everyday users of small and bigger-engined scooters are safety, grip on all types of road at all times, reliability and longevity.

Michelin's response to these demands was **the MICHELIN City Grip** which proved a big hit with customers, with sales over the period from 2010 to 2018 soaring to eight million units.

In today's rapidly expanding global market, notably in cities and other built-up areas, the demands expressed by scooter owners have become even more exacting. To address this, Michelin has optimised its offering with the development of **the MICHELIN City Grip 2**.

Being able to count on a tyre that they can use whatever the season clearly facilitates customer choice, while the availability of a long list of sizes covering not only small-engined models but also maxi- and electric scooters further helps to cover consumers' varied needs.

**The MICHELIN City Grip 2** is designed to address the demands of modern scooter owners, including high grip performance on all the types of road they may come across in and around towns and cities. To achieve this, engineers working out of Michelin's Technology Centre conceived an innovative compound which features specific materials, including silica. Along with the tyre's new 'shark's tooth' tread pattern design, it provides unprecedented grip performance in wet weather, with no detriment to the acclaimed longevity associated with Michelin tyres, like its predecessor **the MICHELIN City Grip**.



### SUPERIOR PERFORMANCE

In independently-certified in-house comparisons carried out by Michelin comparing its new scooter tyre, **the MICHELIN City Grip 2** braked **1.7 metres shorter** from 50 to 10kph in a straight line on a wet surface\*.

\* Based on an independently-certified braking performance comparison. The front tyres used were the PIRELLI ANGEL SCOOTER 120/70 - 15 56S TL and the MICHELIN CITY GRIP 2 120/70 - 15 56S TL. The rear tyres used were the PIRELLI ANGEL SCOOTER 140/70 - 14 REINF 68S TL and the MICHELIN CITY GRIP 2 140/70 - 14 REINF 68S TL. In-house comparison carried out at Ladoux, France, in May 2019, using tyres fitted to a YAMAHA XMAX 125.



## A BROAD RANGE OF SIZES

The MICHELIN City Grip 2 supersedes the original MICHELIN City Grip, with the exception of the range's smaller sizes. The majority of the following sizes will be available for sale from January 2020:

12"		14"	
110/70 - 12	Front	90/90 - 14*	Front / Rear
110/90 - 12*	Front / Rear	100/90 - 14*	Rear
120/70 - 12	Front / Rear	110/80 - 14	Front / Rear
120/80 - 12*	Front / Rear	120/70 - 14	Front / Rear
130/70 - 12	Front / Rear	120/80 - 14	Front / Rear
140/70 - 2*	Rear	140/60 - 14*	Rear
		140/70 - 14	Rear
		150/70 - 14*	Rear
13"		15"	
110/70 - 13	Front	120/70 - 15	Front
110/90 - 13*	Front	130/80 - 15*	Rear
120/70 - 13*	Front	140/70 - 15*	Rear
130/60 - 13	Front / Rear		
130/70 - 13	Front / Rear		
140/60 - 13	Rear		
150/70 - 13	Rear		
		16"	
		90/80 - 16*	Front / Rear
		100/80 - 16	Front / Rear
		110/70 - 16	Front
		120/80 - 16	Front / Rear
		130/70 - 16	Rear
		140/70 - 16	Rear



(\* Sizes available in the first half of 2020.

NB: the MICHELIN City Grip will continue to be available for smaller sizes (chiefly 10- and 11-inch rims).

# **THE MICHELIN COMMANDER III CRUISER AND MICHELIN COMMANDER III TOURING**

Because peace of mind is the most precious of all liberties

When it comes to tyres, the priority of custom motorcycle enthusiasts who crave for wide open spaces and freedom is not sports performance. Instead, their preference goes to long tyre life, safety irrespective of the weather and reliability, which are the very same qualities as those delivered by the new **MICHELIN Commander III range**.

## ■ A RANGE DIVIDED INTO TWO TO MATCH THE NEEDS OF ALL TYPES OF RIDER EVEN MORE CLOSELY

It was in the year 2000 that Michelin unveiled the MICHELIN Commander, its first tyre for cruiser motorcycles. Two decades on, Michelin has developed the all-new MICHELIN Commander III Cruiser and MICHELIN Commander III Touring with a view to meeting the needs of these distinct types of custom bike.

These two new tyres feature the following innovations:

### THE MICHELIN COMMANDER III CRUISER

- A different design compared with the Commander III Touring,
- Long tyre life, in keeping with the acclaimed longevity of its predecessor,
- Enhanced grip, especially on wet roads, thanks to an all-silica compound and a sea-to-land ratio that is three-percent superior to that of the MICHELIN Commander II,
- The sidewalls of the majority of available sizes feature Premium Touch Technology to emphasise the premium credentials of the MICHELIN Commander III Cruiser and of the motorcycles it equips.

### THE MICHELIN COMMANDER III TOURING

- A different design compared with the Commander III Cruiser,
- Long tyre life,
- Outstanding grip on wet roads thanks to an all-silica compound,
- The sidewalls of the majority of available sizes feature Premium Touch Technology to emphasise the premium credentials of the MICHELIN Commander III Touring and of the motorcycles it equips.

MICHELIN  
AND HARLEY-DAVIDSON,  
A PARTNERSHIP THAT GOES  
BACK MORE THAN 10 YEARS

Since 2008, when Harley-Davidson and Michelin signed their initial partnership contract, their collaboration has gone from strength to strength and given rise to unique tyres co-branded by the two companies.

In 2015, the association reached a new level when these co-branded tyres became available for sale by all players in the distribution sector. More recently still, Michelin developed a bespoke tyre for the LiveWire, Harley-Davidson's new electric motorcycle.



### AVAILABLE SIZES – MICHELIN COMMANDER III CRUISER

FRONT	80/90 - 21 54H REINF	TL/TT
	90/90 - 21 54H	TL/TT
	100/90 B 19 57H	TL/TT
	110/90 B 19 62H	TL/TT
	130/90 B 16 73H REINF	TL/TT
	140/75 R 17 67V	TL
REAR	130/90 B 16 73H REINF	TL/TT
	140/90 B 15 76H REINF	TL/TT
	140/90 B 16 77H REINF	TL/TT
	150/90 B 15 74H	TL/TT
	150/80 B 16 77H REINF	TL/TT
	160/70 B 17 73V	TL/TT
	170/80 B 15 77H	TL/TT
	180/70 B 15 76H	TL/TT
	200/55 R 17 78V	TL



### AVAILABLE SIZES – MICHELIN COMMANDER III TOURING



FRONT	120/70 R 19 60V	TL/TT
	120/70 B 21 68H REINF	TL/TT
	130/60 B 19 61H	TL/TT
	130/70 B 18 63H	TL/TT
	130/80 B 17 65H	TL/TT
	130/90 B 16 73H REINF	TL/TT
	MT90 B 16 72H	TL/TT
	MH90 - 21 54H	TL/TT
REAR	180/65 B 16 81H REINF	TL/TT
	180/55 B 18 80H REINF	TL/TT
	MU85 B 16 77H REINF	TL/TT
	MT90 B 16 74H REINF	TL/TT

# **THE MICHELIN ENDURO XTREM AND MICHELIN STARCROSS 5 MINI**

## Two new off-road tyres

Off-road competition calls for specific qualities from tyres which have to ensure impeccable traction in tough, shifting conditions on ground that can range from mud, to stones, exposed tree roots and steep slopes, while the terrain itself has a tendency to degrade as a function of the weather, the number of laps covered in motocross races or the number of competitors who have previously been over the course in enduro events. In 2020, Michelin will boost its off-road range with the release of two new tyres: **the MICHELIN Enduro Xtrem** for fans of these gruelling enduro competitions and **the MICHELIN StarCross 5 Mini** which targets younger riders as they familiarise themselves with the niceties of motocross.

### **THE MICHELIN ENDURO XTREM: THE ACCENT ON TRACTION**

Proponents of extreme enduro fixtures like the Erzberg Rodeo, Romaniacs and Getzen Rodeo are familiar with the punishing conditions riders have come to expect at venues that range from quarries to mountains and unbelievably steep slopes, where grip and traction are more often than not at a premium.

The new rear **MICHELIN Enduro Xtrem** is the result of three years' research and development work and stands out through the exceptional grip it provides, even on the most challenging surfaces. Resistance to wear was another key consideration in the brief for this new tyre which seeks to give competitors the very best chance of success.

The MICHELIN Enduro Xtrem is used by numerous teams, including Rockstar Energy Husqvarna Factory Racing whose riders include Graham Jarvis.

### **THE MICHELIN STARCROSS 5 MINI: TO GET YOUNGSTERS OFF TO A FLYING START!**

Given that young motocross riders on big-wheeled bikes of between 50cc and 85cc should be able to expect the same performance as that their elders enjoy, Michelin has developed a variant of the original MICHELIN StarCross 5 range which was designed for more powerful machinery. The new **MICHELIN StarCross 5 Mini** features the same DNA as the MICHELIN StarCross 5 Medium which sits alongside the MICHELIN StarCross 5 Soft in the range to cover a broad spectrum of terrain types and grip levels.

Two years' work went into the development of these new ranges and the result is strong grip performance and long tyre life, while a wide choice of sizes is available (from 90/100 x 16 to 2.50 x 10).





# **MICHELIN GROUP**

---

## **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**

---

### **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 offer 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](http://www.michelin.com))





