



PRESS RELEASE

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Boulogne-Billancourt – 21 March 2022

New MICHELIN POWER CUP Premium Road Bicycle Tire Range



- Designed for racers, and optimized for demanding riders
- New tread compounds for speed, rolling efficiency and cornering grip
- Available in Tubular, Tubetype and Tubeless Ready versions
- 100 percent recyclable packaging for the whole range

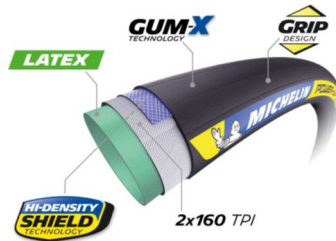
Michelin has launched its new MICHELIN POWER CUP range of premium road bicycle tires. Designed for road cyclists looking for the ultimate performance, this new range offers something for everyone – from riders racing in the Grand Tours, to enthusiastic amateurs who just want the optimum performance during their rides.

The new range will be available in three versions: Tubular, which is part of the Racing Line, and Tubetype and Tubeless Ready (TLR) which are both part of the Competition Line.

With cycling becoming more and more popular as people search for more sustainable forms of transport, Michelin is using this launch to announce that all of its bicycle tyre point-of-sale packaging will now be 100 percent recyclable and responsibly sourced.

The **MICHELIN POWER CUP Tubular** uses technologies, including Gum-X Technology for optimized rolling efficiency, cornering grip and longevity; High Density Shield Technology for high levels of puncture resistance; a 2x 160 TPI casing which offers comfort at high operating pressures; and a Latex Tube to reduce weight, while at the same time enhancing puncture protection, rolling efficiency and comfort.

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The **MICHELIN POWER CUP Tubetype** also uses Gum-X Technology for optimized rolling efficiency, cornering grip and longevity; Aramid Shield Technology for additional puncture protection; and a 3x 120 TPI casing for robust sidewalls. In addition, the use of Gum-X Technology allows for a pure design incorporating the slick tread pattern.



The **MICHELIN POWER CUP TLR** again uses Gum-X Technology but includes Tubeless Shield Technology which can be used with sealant, provides extra pinch protection, offers optimized comfort, and has a lightweight casing that is TLR compatible; a 4x 120 TPI casing that is robust and reliable on a variety of road conditions.



The new MICHELIN POWER CUP range will be available in dealers from March 2022 in the following sizes/colors:



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The **MICHELIN POWER CUP Tubular** replaces the MICHELIN POWER COMPETITION Tubular and will be available in the following sizes: 28"-23mm (Black), 28"-25mm (Black, Classic) and 28"-28mm (Black, Classic).

The **MICHELIN POWER CUP Tubetype** replaces the MICHELIN POWER ROAD in the following sizes: 700x23C (Black), 700x25C (Black, Classic) and 700x28C (Black, Classic).

The **MICHELIN POWER CUP TLR** replaces the MICHELIN POWER ROAD TLR and will be available in the following sizes: 700x25C (Black, Classic), 700x28C (Black, Classic) and 700x30C (Black).

Classic = Tan sidewalls

In line with the Michelin Group's 'All Sustainable' strategy, all point-of-sale packaging for Michelin bicycle tyres is now 100 percent recyclable and is made using cardboard and paper that is responsibly sourced and is produced using sustainable materials including vegetable-based inks and water-based adhesives.





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Photos and attachments available at:

<https://contentcenter.michelin.com:443/portal/shared-board/73998300-a48b-4c2a-b9a5-7e7108d862cb>

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 177 countries, has 124,760 employees and operates 68 tire production facilities which together produced around 173 million tires in 2021. (www.michelin.com)

MICHELIN GROUP MEDIA RELATIONS

+33 (0) 1 45 66 22 22

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27 cours de l'Île Seguin, 92100 Boulogne-Billancourt