



***MICHELIN***  
**CrossClimate<sup>3</sup> Sport**  
&  
***MICHELIN***  
**CrossClimate<sup>3</sup>**

PRESS KIT  
**MAY 2025**



# **MICHELIN** ONCE AGAIN REVOLUTIONIZES THE ALL-SEASON TIRE MARKET

- Ten years after launching the **MICHELIN CrossClimate**, the first summer tire approved for winter use, Michelin takes another step forward by unveiling two major innovations: the **MICHELIN CrossClimate 3 Sport**, specially developed for sports cars, and the **MICHELIN CrossClimate 3**.
- **The MICHELIN CrossClimate 3 Sport:** Michelin continues to innovate with this unique new option in the summer tire segment for sports cars, certified for winter conditions.
- Michelin confirms its pioneering role on the rapidly growing and evolving all-season tire market in Europe.

Today, Michelin continues to push back the boundaries with the launch of two new ranges: the **MICHELIN CrossClimate 3** and the **MICHELIN CrossClimate 3 Sport**, an unprecedented tire solution specially developed for sports cars.

From compact cars to sedans to sports cars, Michelin delivers high-tech, high-performance options tailored to every category that push back the limits of performance standards, particularly in terms of wet grip, safety, longevity, and even sportiness with the **MICHELIN CrossClimate 3 Sport**.

Ten years ago, Michelin created a new era in tire development. With the launch of the first **MICHELIN CrossClimate** tire in May 2015, Michelin broke with technical conventions by combining, for the first time, the best performance of a summer tire while ensuring excellent winter mobility. This breakthrough, initially seen as a risky venture, quickly proved a concrete answer to drivers' expectations: more simplicity, greater safety, and guaranteed mobility all year round, whatever the weather conditions.

Since then, the all-seasons tire category has continued to grow. The **MICHELIN CrossClimate 2** tire, launched in 2021, further pushed the limits of this hybrid technology by adapting to a wide range of passenger vehicles while maintaining a very high level of performance in both summer and winter.

Behind these developments lies a deeper market transformation. In just a decade, the all-season tire has become an essential solution embraced by millions of drivers across Europe.

In 2025, Michelin intends to maintain its pioneering role by once again leading the way.



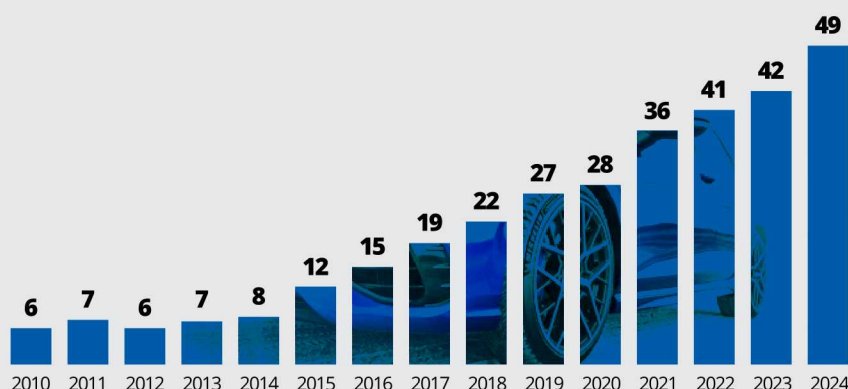


# A STRUCTURAL SHIFT IN THE MARKET, DRIVEN BY ALL-SEASON TIRES

Launched in 2015, the MICHELIN CrossClimate marked a strategic turning point in the tire industry. Ten years later, the figures confirm the magnitude of this paradigm shift. According to data from Michelin and the ETRMA (European Tyre & Rubber Manufacturers Association), the all-season passenger tire segment in Europe - which had shown no growth for years - jumped from about 8 million tires sold in 2014 to nearly 50 million in 2024.

## EVOLUTION OF THE ALL-SEASON TIRE MARKET IN EUROPE

in millions of tires sold



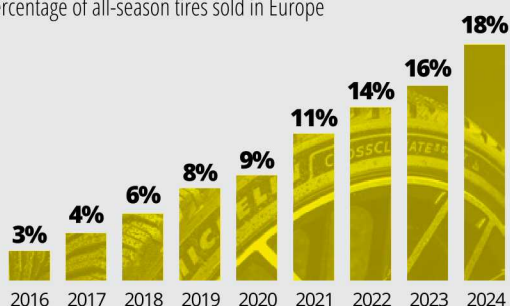
***“This exceptional growth has largely come at the expense of summer tires (75%) and, to a lesser extent, winter tires (25%), indicating a shift in usage towards more flexible and high-performance solutions that are tailored to a growing diversity of driving profiles. The trend is also evident in the light truck segment, where the all-season tire also shows double-digit annual growth,”*** states Patrick Derossis, Director of Tire Data Analysis, ETRMA.

**France, Germany, Italy, and Benelux represent 73% of sales in Europe.**



## MARKET TREND FOR 18-INCH AND LARGER TIRES

as a percentage of all-season tires sold in Europe



## The Premium Segment is Growing and Upgrading

This market transformation comes along with an upgrade in quality. In fact, the demand for tires sized 18 inches and above has increased twentyfold in eight years, driven by the rise in larger vehicles, the increasingly widespread use of electric cars, and the development of sports cars.

# MICHELIN CROSSCLIMATE 3 SPORT : ALL-SEASON PERFORMANCE FOR SPORTS VEHICLES

**This groundbreaking new tire meets performance needs that have never been addressed before! It is designed as a sports tire certified for winter use, specifically for high-performance vehicles.**

Developed so that drivers of powerful sports cars – whether combustion engine or electric – may safely enjoy their car's dynamic qualities all year round; it combines performance and technology through state-of-the-art materials and manufacturing processes.

*"This tire is as surprising as it is outstanding! The first time I tested it on the roads of Auvergne, it felt like driving on a sports tire. It combines comfort, driving precision, and sportiness,"*

*states professional driver  
Matthieu Vaxivière.*



## PERFORMANCES:

- **Sportiness and driving precision** in all seasons
- **Exceptional grip** on wet roads (all sizes achieve the highest A rating for wet grip).
- **3PMSF** (Three Peak Mountain Snowflake) **certification** confirms that this tire is suitable for winter use.

## TECHNOLOGY:



### MICHELIN DYNAMIC RESPONSE TECHNOLOGY

#### Precise handling, in any weather.

Thanks to Motorsport legacy, its hybrid belt of Aramid and Nylon ensures optimum transmission of steering instructions onto the road.



### MICHELIN THERMAL ADAPTIVE TREAD COMPOUND 2.0

#### Worthy of a Michelin sports tire

An upgraded generation of tread compound which provides a breakthrough on wet and adapts to ever-changing road conditions – in dry or inclement weather.








### PREMIUM TOUCH® DESIGN

#### Go for style and efficiency

Creates a velvet effect and a deep black contrast on the outside sidewall of the tire to emphasize the aesthetic design.



The MICHELIN CrossClimate 3 Sport will be available from July 1, 2025, in 29 sizes, ranging from 205/40R18 to 315/35R20. Some thirty additional sizes will be launched in 2026.

	DRY BRAKING <sup>(1)</sup>	LONGEVITY <sup>(2)</sup>	ROLLING RESISTANCE (225/40 R18)	WET BRAKING	3PMSF
 <b>MICHELIN</b> Crossclimate 3 sport	100%	100%	B	A	
 <b>MICHELIN</b> Pilot Sport 5	107%	94%	C	A	
 <b>MICHELIN</b> Pilot Alpin 5	89%	110%	D	B	



# MICHELIN CROSSCLIMATE 3: THE NEXT GENERATION OF ALL-SEASON TIRES

The third generation of MICHELIN CrossClimate tires upholds Michelin's ambition: to offer an all-season tire that remains uncompromising from the first to the last mile, on everything from compact cars to sedans, whether with combustion engines or electric motors.

## PERFORMANCES:

- **4% improved grip** on wet roads<sup>(1)</sup>
- **15% longer lifespan** compared to the previous generation<sup>(2)</sup>
- **Maintains a high level of energy efficiency**, a real advantage for electric vehicles that need every possible boost to extend their range.

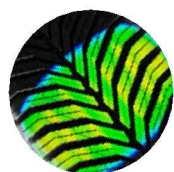
MICHELIN CrossClimate 3 adapts to all weather conditions and ensures optimal safety from the first to the last mile.

## TECHNOLOGY:



### MICHELIN V-SHAPE TECHNOLOGY

The section of the sculpture widens from the center to the shoulder to increase water drainage, both when new and when worn.



### MICHELIN MAXTOUCH TECHNOLOGY

Maximize contact with the road and evenly distribute the forces of acceleration, braking and cornering to deliver longer tread life, without compromising safety.



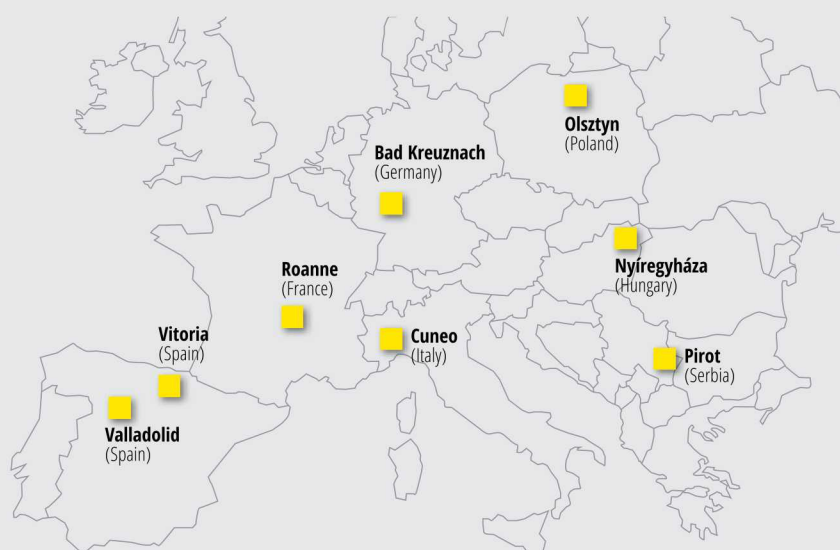
**MICHELIN CrossClimate 3** will be available from July 1, 2025, in 63 sizes ranging from 16 to 22 inches. Some sixty additional sizes will be launched in 2026.

## MANUFACTURED AS CLOSE AS POSSIBLE TO END-USERS

All MICHELIN CrossClimate 3 Sport and MICHELIN CrossClimate 3 tires are made in Europe for the European market:

The most complex sizes of the MICHELIN CrossClimate 3 tire are manufactured in Roanne (France) using the « C3M » technology. Michelin developed this production tool, which allows them to manufacture tires with highly complex technical designs. It is a high-tech process similar to 3D printing that allows the various materials to be positioned with great accuracy. It also offers unprecedented reproducibility of the specifications defined during the tire's development.

Michelin's C3M technology is unique to the world.



<sup>(1)</sup> Compared to MICHELIN CrossClimate 2 tyre. Based on external tests on Michelin's request on wet and snow conditions on dimension 205/55 R16 94V new and worn. Worn means when worn on machine (buffed) to the depth of Tread Wear Indicator according to European regulation: ECE R30r03f.

<sup>(2)</sup> Compared to MICHELIN CrossClimate 2 tyre. Based on external tests on Michelin's request.





# NEW "LOI MONTAGNE" AND EUROPEAN REGULATIONS

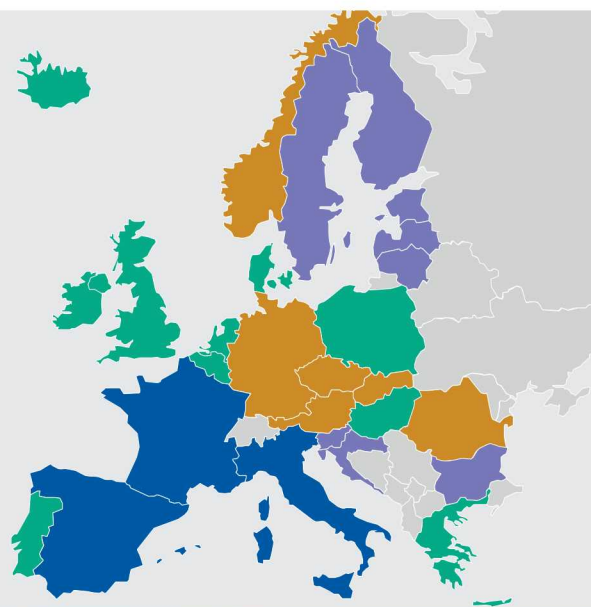
Since November 1, 2021, the "Loi Montagne II" (Mountain Law II) requires drivers in 48 French départements to use of winter tires or all-season tires homologated with the 3PMSF marking between November 1 and March 31. Many other European countries have implemented similar requirements.

All-season tires therefore offer a safe, practical solution to meet legal obligations while making life simpler, as drivers no longer need to switch between summer and winter tires.

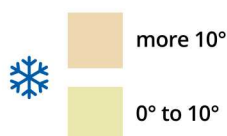
The latest significant update to the "Loi Montagne" concerns mandatory winter equipment for vehicles traveling in certain mountainous areas of France. Since November 1, 2024, **the only tires recognized as compliant are those bearing the 3PMSF (Three Peak Mountain Snowflake) marking.** Tires marked only with M+S (Mud and Snow) are no longer accepted as substitutes for snow chains or snow socks.

## EUROPEAN LEGISLATION

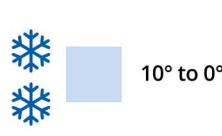
-  Countries where the winter tires are legally mandatory - mid November to end of March.
-  Countries where the winter Tires are mandatory if weather conditions so require.
-  Countries where the winter tires are mandatory only if there is a specific road sign.
-  Countries where the winter tires are not mandatory.



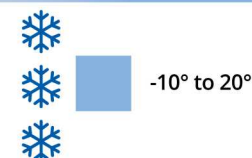
### COLD





### MILD WINTER



### SEVERE WINTER



## M+S VERSUS 3PMSF

CRITERION	M+S	3PMSF 
MEANING	M+S (Mud and Snow)	3PMSF (Three Peak Mountain Snowflake)
MARKING APPEARANCE	The letters M+S appear on the tire sidewall	 Icon within a three-peak mountain symbol
TESTING REQUIREMENT	No performance testing required	Tested on snow and certified for winter performance
LEGAL VALUE IN EUROPE	Sufficient in some countries only	Required to comply with winter laws (e.g., "Loi Montagne" in France)
ACTUAL SNOW PERFORMANCE	Low to medium	High and reliable
TYPE OF TIRE CONCERNED	Summer, all-season, or winter tires	Certified winter or all-season tires



## IN SUMMARY

**MICHELIN is strengthening its position in the all-season segment with two new tires that feature major innovations: the MICHELIN CrossClimate 3 Sport and the MICHELIN CrossClimate 3. They push the boundaries of performance, safety, and longevity, while adapting to recent shifts in the automotive market, and particularly the rise in multi-energy vehicles.**

### **MICHELIN CrossClimate 3 Sport: Sporty Performance, All Year Round**

Designed for high-performance vehicles, including electric cars, the MICHELIN CrossClimate 3 Sport launches a new category in the market: all-season sport tires. It meets the demands of a customer base previously overlooked in the all-season segment: drivers of powerful, sporty cars who seek flawless handling in all driving conditions.



#### **KEY STRENGTHS**

##### **OF THE MICHELIN CROSSCLIMATE 3 SPORT:**

- > Delivers precise handling on both dry and wet roads, with optimal control even on winter roads.
- > Excellent wet performance, certified with an A rating (European labeling).
- > 3PMSF marking, ensuring certified winter capabilities.
- > An ideal solution for drivers seeking a single, high-performance tire for year-round use, without compromise.



### **MICHELIN CrossClimate 3: The Next-Generation All-Season Benchmark**

A direct successor to the MICHELIN CrossClimate 2, the MICHELIN CrossClimate 3 aims to strengthen Michelin's position in the mainstream all-season tire market. It is designed to offer an optimal balance among safety, cost-efficiency, and climate versatility.

#### **KEY STRENGTHS**

##### **OF THE MICHELIN CROSSCLIMATE 3**

- > Performances increased by 4% <sup>(1)</sup> on wet roads, with a B rating (European labeling).
- > 15% <sup>(2)</sup> improved mileage longevity compared to the CrossClimate 2.
- > 3PMSF marking, certifying its winter capabilities.
- > Designed for confident driving all year round, even on snowy roads.
- > Suitable for a wide range of passenger vehicles, including electric vehicles.
- > Perfectly compatible with electric vehicles, whose weight and instant torque present additional challenges.

**WITH THE CROSSCLIMATE 3 SPORT AND CROSSCLIMATE 3,  
MICHELIN CONTINUES TO SUPPORT THE MOBILITY  
NEEDS OF TODAY AND TOMORROW.**

**Photos, videos and illustrations available:**



Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide. Headquartered in Clermont-Ferrand, France, Michelin is present in 175 countries and employs 129,800 people.

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