



PRESS RELEASE

GROUP

Clermont-Ferrand, September 19th 2024

MICHELIN Alpin 7, the tire that makes light of snow and cold winters

- **MICHELIN Alpin 7: improved winter safety, braking on snow-covered roads improved by 6% ⁽¹⁾ and reduced energy consumption (B) thanks to 9% reduction in the rolling resistance ⁽⁴⁾.**
- **The new MICHELIN Alpin 7 winter range has been designed for all types of vehicle - combustion, electric and hybrid - and will be available in 62 dimensions.**
- **MICHELIN Alpin, a reference range for winter use, the first 6 generations of which sold some 13 million units in 32 countries.**

As its name suggests, the MICHELIN Alpin 7 tire, available from this May, just loves the winter months.

This latest generation of the MICHELIN Alpin range will proudly maintain the technical performance which has made this winter range a reference: grip in the most difficult conditions (roads that are really cold, wet or snow-covered), and longevity. In a stable market representing around 20% of the car tires in Europe, the first 6 generations have so far sold some 13 million units in 32 countries.

The performance of the MICHELIN Alpin 7

According to the tests run by the UTAC at the request of Michelin in the north of Finland (Mellatracks) in December 2023, the MICHELIN Alpin 7 distinguished itself in the following areas:

- Safety on wet and snow-covered winter roads (5) (6)
- Improved performance on snow (1,2)
- Significant longevity
- Reduced energy consumption (3,4)



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The technologies involved in the MICHELIN Alpin 7

A new rubber mixture designed for low temperatures provides good grip when accelerating, braking and cornering.

Important new technologies are also to be found in the directional tread and increased sipes in the tread pattern providing increased grip on roads that are wet and snow-covered. This increased sipe rate improves the grip when braking by 6% as well as increasing maneuverability on snow (2).

he directional tread helps drivers to keep control of their vehicle in the harshest conditions. Finally, thanks to Michelin's know-how in 3D metal printing which allows for producing extremely complex tire molds, the MICHELIN Alpin 7 tire has progressive sipes, i.e., new grooves appear as the tire wears out. This innovative design allows for maintaining good performance levels throughout the life of a tire and for using the tire until the wear indicator appears.

This choice is fully in line with the new EU regulations that will come into force this July concerning the performance of used tires.

LATEST GENERATION OF COMPOUND

Designed to deliver excellent grip in low temperatures.

DIRECTIONAL TREAD PATTERN

Directional & symmetric pattern for optimized road grip and traction in wet and snow conditions, with a central groove for increased resistance to aquaplaning and improved braking control.

MULTI-LAYER COMPOUND & EVOLUTIVE TREAD PATTERN

Multi-layer tread compound and evolutive tread pattern with grooves that emerge and widen as the tire wears, ensuring continued braking and traction on snow.

MAXTOUCH

Maximize the tire's contact with the road and evenly distribute the forces of acceleration, braking and cornering - delivering longer tread life without sacrificing performance.





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The dimensions of the MICHELIN Alpin 7 tire

The new MICHELIN Alpin 7 tires will be available in 62 dimensions, from 15 to 20 inches, and will be suitable for all the main mid-range sedans. The range will be mainly destined for the European market and will be exclusively manufactured in that territory.

- (1) - snow braking - Tests conducted by UTAC, on Michelin's request in North Finland (Mellatracks), in December 2023, on dimension 205/55 R16 91H on VW Golf 8. Based on Snow braking tests with ABS (between 30 and 10 kph), comparing MICHELIN Alpin 7 (100%) versus MICHELIN Alpin 6 tyre (93.6%), performed on a new tyre.
- (2) - snow acceleration - Tests conducted by UTAC, on Michelin's request in North Finland (Mellatracks), in December 2023, on dimension 205/55 R16 91H on VW Golf 8. Based on Snow acceleration tests (between 5 and 30 kph), comparing MICHELIN Alpin 7 (100%) versus MICHELIN Alpin 6 tyre (98.5%), performed on a new tyre.
- (3) - energy consumption - Energy consumption means petrol for thermic and hybrid vehicles, electricity for electric vehicles.
- (4) Rolling resistance - Tests conducted on machine by UTAC CERAM, Linas-Monthlery, France, on Michelin's request, January 2024, on dimension 205/55 R16 91T, comparing MICHELIN Alpin 7 (7.444kg/t) versus MICHELIN Alpin 6 (8.238kg/t).
- (5) - wet grip - New and Worn, on 205/55 R16 91H MICHELIN Alpin 7, is above the R117 European regulation wet grip threshold.
- (6) - safety and mobility - MICHELIN Alpin 7 is approved for use in snow conditions (with 3PMSF marking). To receive the 3PMSF marking, tyres must meet a minimum level of safety and mobility performance on snow.

Photos available: <https://contentcenter.michelin.com:443/portal/shared-board/ea67f162-2209-4edd-86b2-bf48d774fc25>

About Michelin

Michelin is building a world-leading manufacturer of composites and experiences that transform our everyday life. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and a more sustainable world. Drawing on its technological leadership in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and critical components for such demanding and varied fields as mobility, construction, aeronautics, low-carbon energies and healthcare. The care taken with its products and its deep knowledge of their applications equip the Group to offer its customers unparalleled experiences, whether in data-driven, artificial intelligence-based solutions for business fleets, or by finding remarkable restaurants and hotels recommended by the MICHELIN Guide.

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