



PRESS RELEASE

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Paris, July 4th, 2025

The MICHELIN CrossClimate 3 Sport: The Revolutionary New All-Season Innovation for Sports Cars

- The MICHELIN CrossClimate 3 Sport tire, specifically developed for sports cars, has been available since July 1st.
- The new Alpine A390, the second model in Alpine's Dream Garage, will be equipped with a version of the MICHELIN CrossClimate 3 Sport specially adapted to this vehicle.
- The MICHELIN CrossClimate 3 Sport has earned its first award: the 2025 "Ze Award for Technological Innovation," granted by a panel of automotive experts, industry journalists, and representatives from driver associations.

Ten years after introducing the first summer tire approved for winter use, Michelin takes another bold step forward with the launch of the MICHELIN CrossClimate 3 Sport. This groundbreaking tire is specially engineered for high-performance sports cars. It fulfills a need that the market has never addressed by delivering the performance of a sporty summer tire while also being certified for safe winter driving.

Ideal for powerful sports cars, both gas-powered and electric, this tire allows drivers to enjoy the full dynamic potential of their vehicle year-round, with confidence and durability in the long run. It offers outstanding performance – particularly excellent wet grip, with the highest possible "A" rating – and cutting-edge innovation thanks to state-of-the-art materials and manufacturing techniques, including some derived directly from motorsports. This unique combination achieves an exploit that was once considered impossible: uniting the performance of a summer sport tire with 3PMSF-certified winter capability. The Three Peak Mountain Snowflake (3PMSF) marking certifies the tire suitable for winter conditions.

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

First OEM Partnership with Alpine

The new Alpine A390 will be equipped with a custom-engineered version of the MICHELIN CrossClimate 3 Sport tire, bearing an exclusive "A39" marking that denotes its vehicle-specific development.

For the second model in its Dream Garage lineup, Alpine selected the MICHELIN CrossClimate 3 Sport from among three approved tire options. This new-generation vehicle, combining sportiness with exceptional agility, will be fitted with 245/45 R20 103V XL tires.



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Thanks to its 3PMSF certification, this tire meets unprecedented performance standards and ensures optimal grip in winter conditions, while also delivering:

- Sportiness and driving precision in all seasons.
- Excellent wet grip, with a top tier "A" rating.

"When designing this tire for Alpine, we paid close attention to the vehicle's specific characteristics. Developed for the largest and most powerful Alpine ever built, this tire combines winter performance, energy efficiency, optimal grip, and sporty responsiveness. It delivers consistent performance, so drivers can count on the tire throughout its lifespan. Alpine is the first auto manufacturer to select the brand-new MICHELIN CrossClimate 3 Sport. We are confident that this tire meets the vehicle's demands and the expectations of consumers seeking long-term safety, simplicity, and sportiness. We're very proud of Alpine's trust in us," explains Serge Lafon, Director of the Original Equipment Business Line.

First award

On Thursday, July 3rd, the MICHELIN CrossClimate 3 Sport received its first major industry accolade: the 2025 "Ze Award for Technological Innovation," presented before an audience of 200 automotive professionals.

Awarded by a jury of industry experts, automotive journalists, and representatives from driver associations, this prize highlights Michelin's innovative capabilities and recognizes a significant breakthrough in the rapidly growing all-season tire market, which today accounts for 37% of the market

"The jury chose to honor the MICHELIN CrossClimate 3 Sport for pioneering a new segment: an all-season tire designed specifically for sports car drivers seeking the year-round advantages of an all-season tire without compromising on performance or safety," comments Dominique Stempfél, President of the French Tire Manufacturers Association (Syndicat du Pneu).

With this innovation, Michelin reaffirms its pioneering leadership in the all-season tire market.

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About Michelin:

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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