

NEW! MICHELIN ROAD TIRES



MEDIA KIT

MEDIA CONTACT:

Christian Fisher
Christian.Fisher@michelin.com
864-458-5909

USA: michelinman.com/bicycle

Canada (English): michelin.ca/en/bicycle

Canada (French): michelin.ca/fr/velo/accueil-velo

© @michelinbicycle | #RideOnMichelin



CONTENTS

MICHELIN ROAD TIRE RANGE.....2

MICHELIN HISTORY/TIMELINE.....3-4

MICHELIN SUSTAINABILITY COMMITMENT.....5-6

NEW!

MICHELIN POWER PROTECTION

TUBELESS READY | Competition Line

MICHELIN POWER PROTECTION7

- The Michelin Power Protection TLR tire is dedicated to the demands of road cyclists who want to ride for as long as possible, whatever the conditions.

NEW!

MICHELIN LITHION⁴

Performance Line

MICHELIN LITHION 4 8

- The Michelin Lithion 4 tire is designed for all year-round cyclists who require maximum durability. Also available in classic sidewall, the Michelin Lithion 4 will support you on all your rides.

MICHELIN POWER CUP TUBELESS READY.....9

CONTACTS.....BACK COVER



MICHELIN ROAD TIRE RANGE

ROAD

Racing Line		Competition Line				Performance Line		Access Line	
Michelin POWER TIME TRIAL	Michelin POWER CUP Tubular	Michelin POWER CUP Tubeless Ready	Michelin POWER CUP Tube Type	Michelin POWER PROTECTION Tubeless Ready	Michelin POWER ALL SEASON	Michelin LITHION 4	Michelin LITHION 2	Michelin DYNAMIC SPORT	Michelin DYNAMIC CLASSIC
					NEW				

GRAVEL

Competition Line			
Michelin POWER ADVENTURE	Michelin POWER GRAVEL		

CYCLOCROSS

Racing Line		Competition Line	
Michelin POWER CYCLOCROSS JET Tubular	Michelin POWER CYCLOCROSS MUD Tubular	Michelin POWER CYCLOCROSS JET	Michelin POWER CYCLOCROSS MUD

CITY

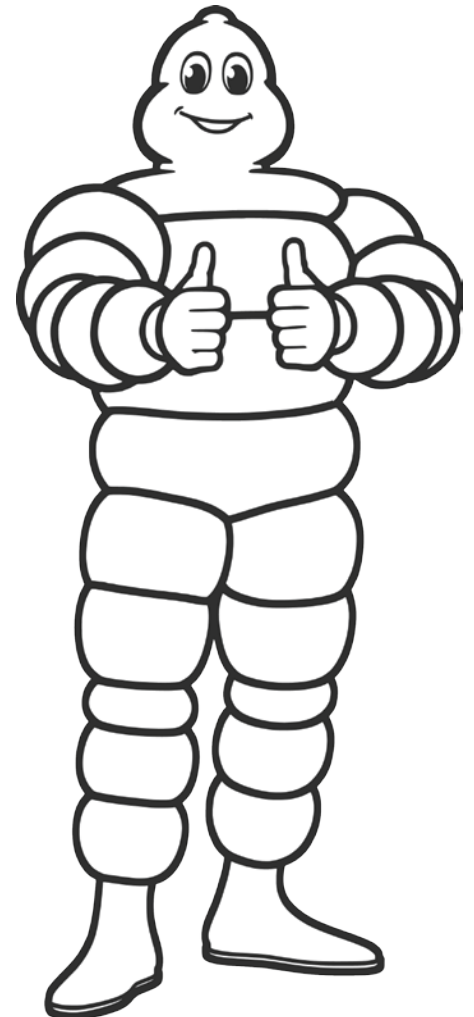
Performance Line				Access Line
Michelin CITY STREET EBIKE READY	Michelin ENERGY EBIKE READY	Michelin PROTEK MAX EBIKE READY	Michelin WILD RUN'R EBIKE READY	Michelin PROTEK
NEW				

TREKKING

Competition Line			Performance Line	Access Line	
Michelin STARGRIP	Michelin POWER ADVENTURE	Michelin POWER GRAVEL	Michelin PROTEK CROSS MAX EBIKE READY	Michelin PROTEK CROSS EBIKE READY	Michelin COUNTRY ROCK

KIDS

AccessLine	
Michelin COUNTRY J	Michelin CITY J



A BEST-IN-CLASS AND POWERFUL BRAND THAT IS EASY TO SELL

MICHELIN: MOST VALUABLE AND STRONGEST TIRE BRAND⁽²⁾

#1 TIRE BRAND in terms of **BRAND VALUE⁽¹⁾** in 2022

A MOBILITY INNOVATION PIONEER SINCE 1889⁽³⁾



1891

First patent for removable and repairable bike tires for competition

1916

Construction of the first paved runway

1931

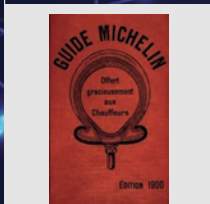
Focus on road signs: manufacture of bollards and signs

1976

Invention of the foldable bead clincher tire

1986

Introduction of the "HD Protection" in competition



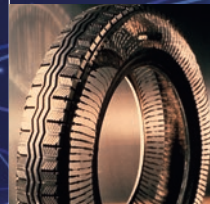
1900

Publication of the first Michelin Guide in a red booklet



1929

Innovation of tires on railcars that gives birth to the Micheline



1946

Invention and revolution of the radial tire

1985

Introducing of slick tires in competition



1992

The "Green Tire" is created to limit CO2 emissions

(1) Brand Finance calculates brand value using the methodology which determines the value a company would be willing to pay to license its brand as if it did not own it. (<https://brandirectory.com/methodology>)

(2) Internal competitive review, realized by Havas. Based on the total of media investment estimations between January - December 2021, in 32 countries*. Net media estimation in euros, excluding sponsoring. Digital only partially tracked in all markets. * Belgium, Brazil, Canada, China, Colombia, Czech Republic, France, GCC Countries, Germany, Greece, Hungary, India, Indonesia, Italy, Korea, Malaysia, Mexico, Netherlands, Portugal, Romania, Romania, Russia, Slovakia, South-Africa, Spain, Sweden, Taiwan, Thailand, Turkey, UK, USA, Vietnam.

(3) A pioneer brand since 1889: not only Michelin has been the first to design tire tub for bike even radial tire but it's also pioneer for electrification (Formula E, Moto E)

A BRAND THAT MEETS THE LATEST CONSUMER NEEDS, AND YOURS.



MICHELIN KEEPS INNOVATING TO GIVE A FITTING ANSWER TO THE LATEST KEYPURCHASE CRITERIA OF OUR COMMON TARGET: HIGH VALUE SEGMENTS.

THE "MICHELIN MAN" AWARDED "ICON OF THE MILLENNIUM" in 2018⁽⁴⁾



(4) The prestigious "Icon of the Millennium" award by Advertising Week, the US-based global conference series for marketing, branding and advertising leaders, on 1/10/2018.
(5) <https://www.bicyclerollingresistance.com/specials/best-road-bike-tires#fastest>

SUSTAINABILITY IS AT THE HEART OF MICHELIN'S STRATEGY

"OUR VISION OF THE FUTURE IS BUILT ON ONE CONVICTION: TOMORROW, EVERYTHING WILL BE SUSTAINABLE AT MICHELIN. ALL OUR DECISIONS ARE BASED ON ACHIEVING A BETTER BALANCE BETWEEN HUMAN, ECONOMIC AND ENVIRONMENTAL ISSUES."

Florent Menegaux CEO Michelin

MICHELIN FOLLOWS AN ECO-DESIGN CHARTER TO EVALUATE ITS TIRES' ENVIRONMENTAL IMPACT AT EVERY STAGE IN THEIR LIFECYCLE FROM THE SUPPLY OF RAW MATERIALS AND PRODUCTION TO THE USE AND RECYCLING PHASES, TO REDUCE THE OVERALL IMPACT WHILE MAINTAINING OR EVEN IMPROVING PERFORMANCE.⁽¹⁾



(1) <https://www.michelin.com/en/news/100-sustainable-tires/>

**"ALL SUSTAINABLE" VISION THAT INSPIRES
AND GUIDES MICHELIN'S STRATEGY IS WELL
ON ITS WAY**

100%

"All sustainable" tires by 2050: Michelin's objective is for our tires to be made entirely from 100% recycled or renewable bio-sourced materials by 2050.

40%

Intermediate target by 2030 to achieve on average.


ECO-DESIGNED PACKAGING



**IN LINE WITH OUR SUSTAINABILITY APPROACH,
MICHELIN ADOPTED ECO-PACKAGING FOR OUR BIKE TIRES:**

- 100% recyclable packaging that limits the use of plastic
- Vegetable inks rather than mineral inks
- Sustainable water-based glues and varnishes



MICHELIN CHOICE:
 **VEGETABLE INK
APPLIED MINIMALLY**

Lower environmental footprint with products offered with eco-packaging,
available for road, mountain bike and city tires:



- **700,000 plastic bottles saved⁽²⁾** per year by 2024 by switching from polypropylene to cardboard packaging



- **60% reduction in CO₂ footprint⁽³⁾** by reducing the inking rate

(2) Estimated projection based on the calculation of a 1.5 litre 30 gram plastic bottle according to the number of packaging units sold by Michelin Bicycle in 2021. Internal study conducted by Michelin in September 2022.
(3) Estimate based on a calculation taking into account printing techniques, the types of printing materials used and printing area. Internal study conducted by Michelin in September 2022.

Road

MICHELIN POWER PROTECTION

TUBELESS READY | Competition Line



NEW

OVERCOME TOUGH ROAD CONDITIONS ALL YEAR ROUND



PUNCTURE & PINCH PROTECTION

Designed to withstand obstacles on all types of roads thanks to its Michelin Bead to Bead technology reinforcement that offers puncture and pinch protection



Designed for safe riding with a tire optimized for wet grip thanks to the Michelin Magi-X compound and a tread pattern that improves stability



DURABILITY

The most durable Michelin Tubeless Ready road tire thanks to a new tread pattern combined with the Michelin Bead to Bead technology



**AVAILABLE
JUNE 2024**



28C 30C 32C

**TUBELESS
READY**



A1 | A2 | A3

3X120 TPI

FOLDABLE
BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
64027	700x28	28-622	315	FB	BLACK
22890	700x30	30-622	375	FB	BLACK
39791	700x32	32-622	405	FB	BLACK

MICHELIN LITHION⁴

Performance Line



NEW

RIDE WITH EASE AND PEACE OF MIND



ROLLING EFFICIENCY

The latest generation of Michelin Lithion tire with increased rolling efficiency⁽¹⁾



DURABILITY

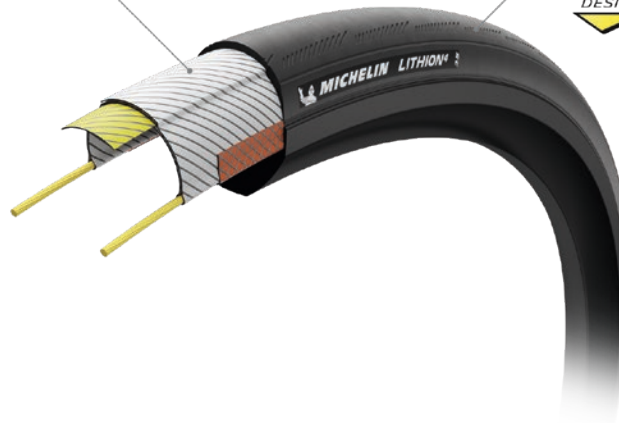
New tread pattern designed to increase mileage, combined with 4x60 TPI plies providing reliability



GRIP

Feel more connected to the road⁽²⁾ with an adapted tread pattern and the Michelin Magi-X compound

4X60 TPI



(1) (+6%) in rolling efficiency vs Michelin Lithion 3 (previous range)
 (2) (+9%) in grip and wet grip vs Michelin Lithion 3 (previous range)

**AVAILABLE
JULY 2024**



4X60 TPI

FOLDABLE BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
54542	(700x28C)	28-622	300	FB	BLACK
70012	(700x28C)	28-622	300	FB	CLASSIC
00133	(700x30C)	30-622	330	FB	BLACK
27087	(700x30C)	30-622	330	FB	CLASSIC
36526	(700x32C)	32-622	360	FB	BLACK
37844	(700x32C)	32-622	360	FB	CLASSIC

Road

MICHELIN POWER CUP

TUBELESS READY | Competition Line



ENHANCE YOUR RIDING EXPERIENCE WITH THE TUBELESS READY VERSION OF THE MICHELIN POWER CUP TIRE



ROLLING EFFICIENCY

Speed and comfort provided by Michelin Tubeless Ready technology, speed and efficiency inspired by MotoGP™ technology



DURABILITY

Light and reliable thanks to the Michelin Tubeless Shield technology and 4x120 TPI casing



GRIP

Efficient handling and stability in both wet and dry conditions thanks to the Michelin Gum-X compound

GUM-X TECHNOLOGY



OUR MOST POPULAR ROAD TIRE!



25C 28C 30C

TUBELESS READY



A1 | A2

4X120 TPI

FOLDABLE BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
00460	700x25C	25-622	260	FB	BLACK
44457	700x25C	25-622	270	FB	CLASSIC
34796	700x28C	28-622	285	FB	BLACK
04106	700x28C	28-622	285	FB	CLASSIC
12601	700x30C	30-622	305	FB	BLACK





USA



Canada
(English)



Canada
(French)

USA: michelinman.com/bicycle
Canada (English): michelin.ca/en/bicycle
Canada (French): michelin.ca/fr/velo/accueil-velo
@michelinbicycle | #RideOnMichelin

For more information or to share your comments, contact:

Scot Clark

Manager
Two-Wheel Marketing
Michelin North America, Inc.
s.clark@michelin.com
o: 864-458-4989
m: 864-423-2775

Brandon Chapel

Key Account Manager
Michelin Bicycle N.A.
Michelin North America, Inc.
brandon.chapel@michelin.com
m: 865-394-3886

Christian Fisher

Manager
Public Relations
Michelin North America, Inc.
christian.fisher@michelin.com
m: 803-673-7870

