

NEW! MICHELIN MTB RACING LINE TIRES



MEDIA KIT



michelinman.com/bicycle

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MICHELIN

CONTENTS

MICHELIN MTB TIRE RANGE 2

MICHELIN HISTORY/TIMELINE 3-4

MICHELIN SUSTAINABILITY COMMITMENT 5-6

MICHELIN E-WILD

Racing Line

NEW!

MICHELIN E-WILD FRONT 7

MICHELIN E-WILD REAR 8

- Introducing the latest Michelin innovation in E-MTB tire: the Michelin E-Wild Racing Line range!
- The Michelin E-Wild Front draws inspiration from our renowned Enduro range, providing unbeatable confidence and speed for your downhill rides. Meanwhile, the Michelin E-Wild Rear tire has been specifically engineered to deliver maximum traction for challenging climbs.
- Conquer any terrain with ease and style with the Michelin E-Wild Racing Line range.

MICHELIN DH

Racing Line

NEW!

MICHELIN DH 16 9

MICHELIN DH 22 10

- Lighter, faster and as grippy as ever, introducing the new Michelin DH range.
- The Michelin DH 16 tire is a modern take on our classic Michelin Comp 16 tire, while the Michelin DH 22 tire has been specifically re-designed for greater versatility.
- The new range is now available in folding beads and two color options – classic blue and yellow or sleek dark. Find the perfect tire for your riding style and terrain.

MICHELIN WILD ENDURO

Racing Line

NEW!

MICHELIN WILD ENDURO MH 11

MICHELIN WILD ENDURO MS 12

MICHELIN WILD ENDURO REAR 13

- Discover the new range of Michelin Wild Enduro tire, designed to provide top-notch performance with options for Mixed-Hard (MH), Mixed-Soft (MS) terrains, as well as a specific Rear tread pattern for optimal rolling efficiency.
- The Michelin Wild Enduro Racing Line range is designed for unbeatable grip and durability.
- All now available in folding beads and two color options – classic blue and yellow or sleek dark. Find the perfect tire for your riding style and terrain.

MICHELIN JET XC² **NEW SIZE COMING SOON** 14

CONTACTS BACK COVER

MICHELIN MTB TIRE RANGE

X-COUNTRY



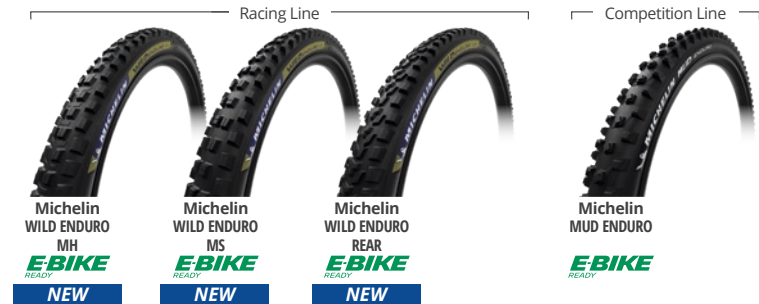
ALL-MOUNTAIN



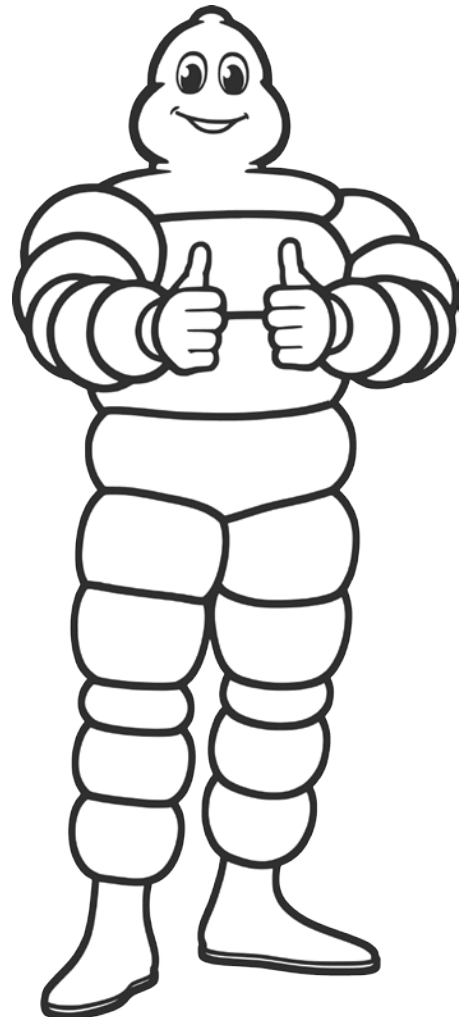
E-MTB



ENDURO



DH



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⁾



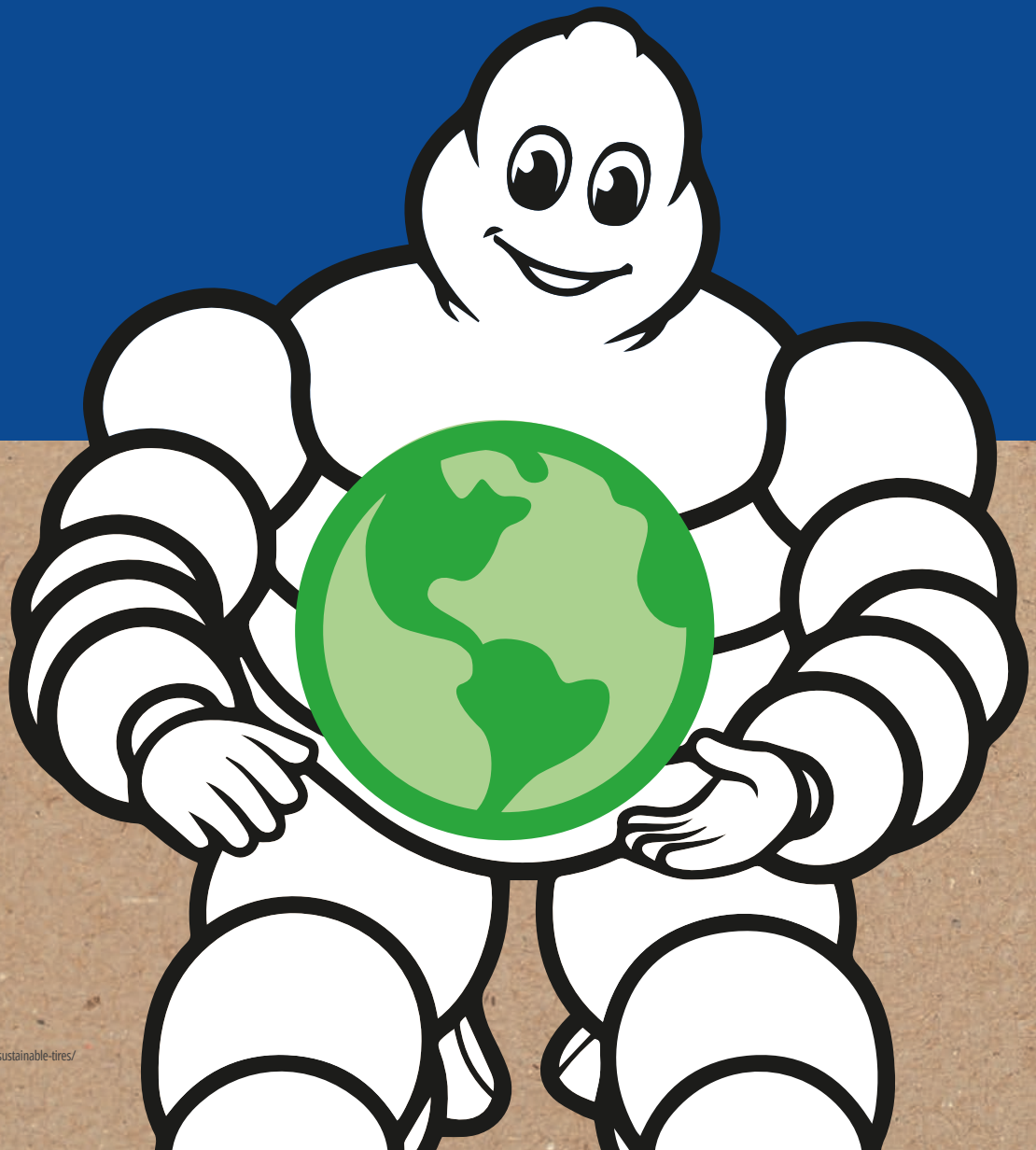
(4) The prestigious "Icon of the Millennium" award by Advertising Week, the US-based global conference series for marketing, branding and advertising leaders, on 1/10/2018.
 (5) <https://www.bicyclerollingresistance.com/specials/best-road-bike-tires#fastest>

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.

MTB | E-MTB

MICHELIN E-WILD FRONT

Racing Line



NEW

MAXIMUM GRIP FOR THE MOST EXTREME E-MTB RIDES



MAINTAIN MOMENTUM

The Michelin E-Wild Front tread pattern inspires confidence to reach your maximum speed downhill



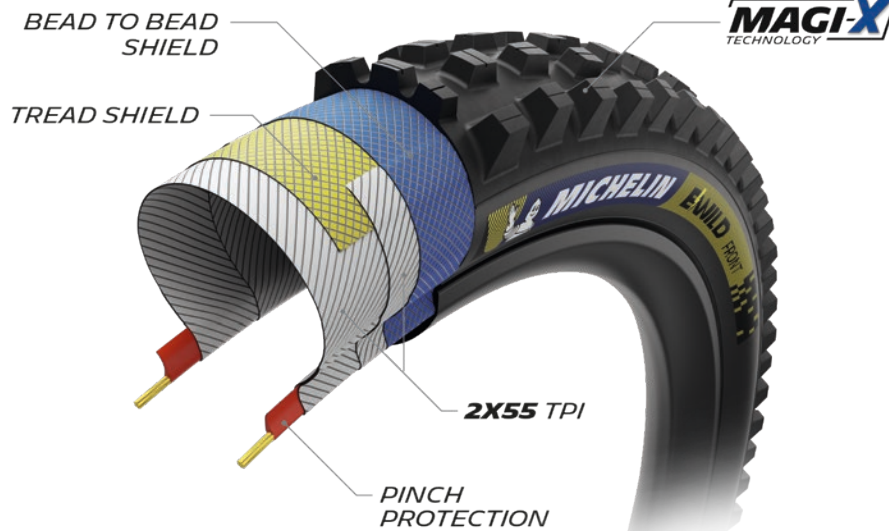
EXTRA GRIP

Extra grip to win races, even at low temperatures⁽¹⁾ thanks to the Michelin Magi-X compound



PUNCTURE & PINCH PROTECTION

Optimal puncture and pinch protection specifically developed⁽²⁾ for E-Enduro World Cup riders



(1) low temperatures: down to 37.4°F (3°C)
(2) see cross section of the tire above

**AVAILABLE
MARCH 2024**

**MIXED
TERRAIN**

**TUBELESS
READY**

**E-BIKE
DESIGN**

A4 A6

2X55 TPI

**FOLDABLE
BEADS**

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
13892	29x2,40	61-622	1290	FB	BLACK
46335	29x2,60	65-622	1325	FB	BLACK

MTB | E-MTB

MICHELIN E-WILD REAR

Racing Line



NEW

MAXIMUM GRIP FOR THE MOST EXTREME E-MTB RIDES



MAINTAIN MOMENTUM

The Michelin E-Wild Rear tread pattern has been developed to maximize traction in climbing



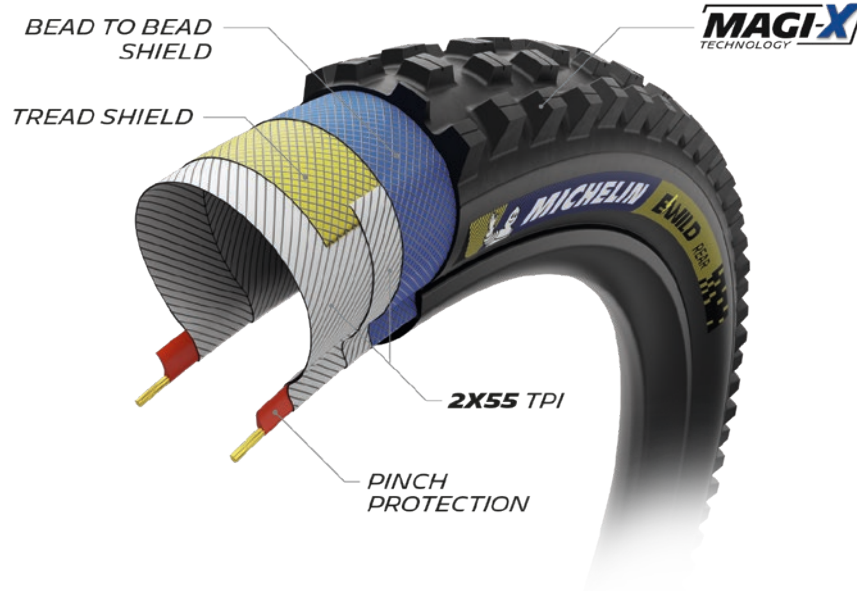
EXTRA GRIP

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Optimal puncture and pinch protection specifically developed⁽²⁾ for E-Enduro World Cup riders



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**AVAILABLE
MARCH 2024**

**MIXED
TERRAIN**

**TUBELESS
READY**

**E-BIKE
DESIGN**



2X55 TPI

**FOLDABLE
BEADS**

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
01164	27,5x2,60	65-584	1245	FB	BLACK
13580	29x2,60	65-622	1325	FB	BLACK

MTB | Downhill

MICHELIN DH 16

Racing Line

BLUE & YELLOW

DARK



NEW

**PICK YOUR LINE
AND WIN**



MAX MOMENTUM

Boost your speed on hard-packed and mixed terrain thanks to the new tread pattern inspired by the original Michelin DH 16 tire



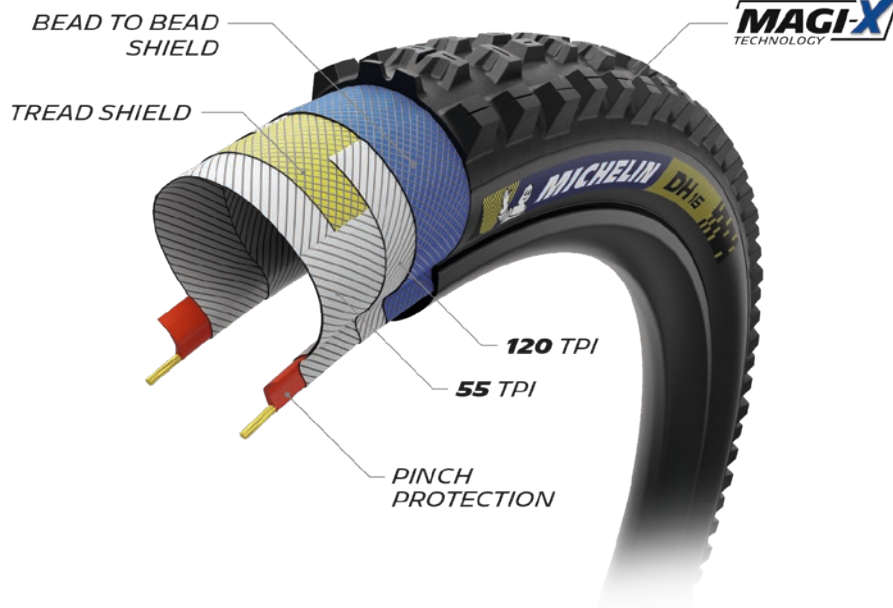
EXTRA GRIP

Maximum grip to win races, even at low temperatures⁽¹⁾ thanks to the Michelin Magi-X compound



PUNCTURE & PINCH PROTECTION

Optimal puncture and pinch protection specifically developed⁽²⁾ for UCI World Cup riders and freeride legends



(1) low temperatures: down to 37.4°F (3°C)
(2) see cross section of the tire above

AVAILABLE MAY 1

HARD-PACKED TERRAIN
MIXED TERRAIN

**TUBELESS
READY**

**E-BIKE
READY**



55/120 TPI

**FOLDABLE
BEADS**

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	LABEL COLORS
33705	27.5X2.40	61-584	1270	FB	BLUE & YELLOW
01997	27.5X2.40	61-584	1270	FB	DARK
09709	29X2.40	61-622	1350	FB	BLUE & YELLOW
43958	29X2.40	61-622	1350	FB	DARK

MTB | Downhill

MICHELIN DH₂₂

Racing Line

BLUE & YELLOW

DARK



NEW

PICK A LINE AND WIN



MAX MOMENTUM

Boost your speed on mixed and soft terrain thanks to the evolved Michelin DH 22 tread pattern



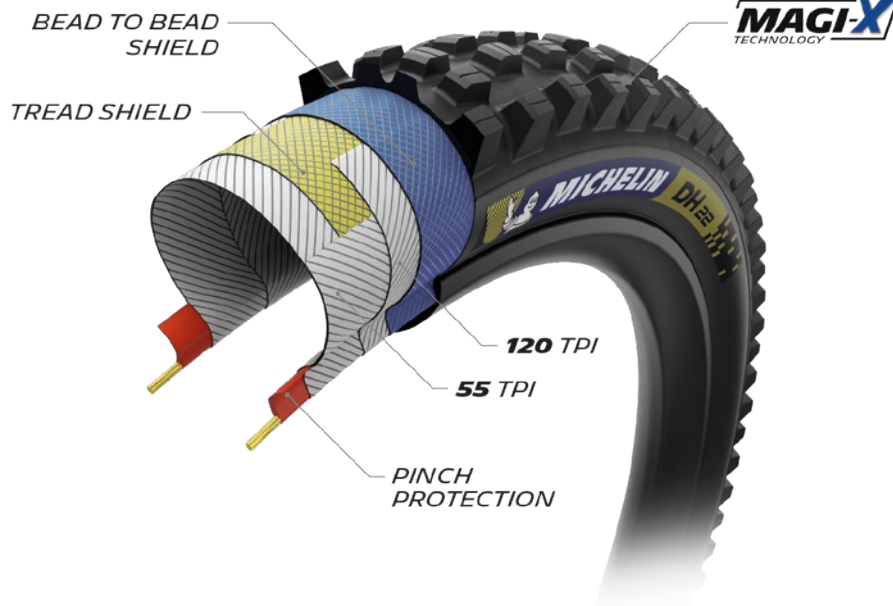
EXTRA GRIP

Maximum grip to win races, even at low temperatures⁽¹⁾ thanks to the Michelin Magi-X compound



PUNCTURE & PINCH PROTECTION

Optimal puncture and pinch protection specifically developed⁽²⁾ for UCI World Cup riders and freeride legends



(1) low temperatures: down to 37.4°F (3°C)
(2) see cross section of the tire above

AVAILABLE MAY 1

MIXED TERRAIN
SOFT TERRAIN

TUBELESS
READY

E-BIKE
READY



55/120 TPI

FOLDABLE
BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	LABEL COLORS
14670	27.5X2.40	61-584	1260	FB	BLUE & YELLOW
31399	27.5X2.40	61-584	1260	FB	DARK
15506	29X2.40	61-622	1340	FB	BLUE & YELLOW
17616	29X2.40	61-622	1340	FB	DARK

MTB | Enduro

MICHELIN WILD ENDURO MH

Racing Line

BLUE & YELLOW

DARK



NEW

OPTIMUM GRIP AND RELIABILITY TO WIN RACES



MAINTAIN MOMENTUM

Maximize your speed and momentum on hard-packed and mixed terrain thanks to an optimized tread pattern



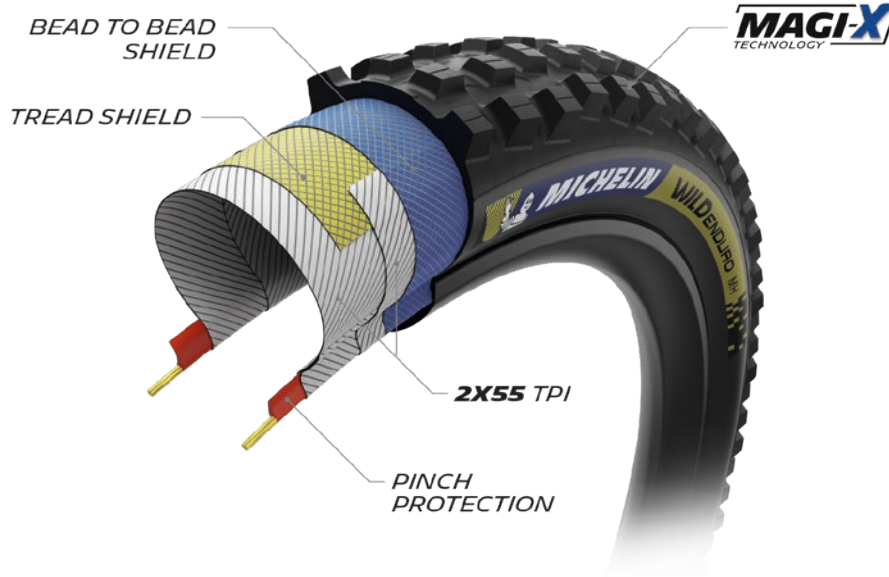
EXTRA GRIP

Maximum grip to win races, even at low temperatures⁽¹⁾ with the Michelin Magi-X compound



PUNCTURE & PINCH PROTECTION

Optimal puncture and pinch protection specifically developed⁽²⁾ for Enduro World Cup riders



(1) low temperatures: down to 37.4°F (3°C)
 (2) see cross section of the tire above

AVAILABLE MARCH 2024

HARD PACKED TERRAIN
MIXED TERRAIN

TUBELESS READY

E-BIKE READY



2X55 TPI

FOLDABLE BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	LABEL COLORS
77345	27.5X2.50	63-584	1300	FB	BLUE & YELLOW
26411	27.5X2.50	63-584	1300	FB	DARK
27893	29X2.50	63-622	1335	FB	BLUE & YELLOW
35683	29X2.50	63-622	1335	FB	BLACK

MTB | Enduro

MICHELIN WILD ENDURO MS

Racing Line

BLUE & YELLOW

DARK



NEW

OPTIMUM GRIP AND RELIABILITY TO WIN RACES



MAINTAIN MOMENTUM

Maximize your speed and momentum on mixed and soft terrain thanks to an optimized tread pattern



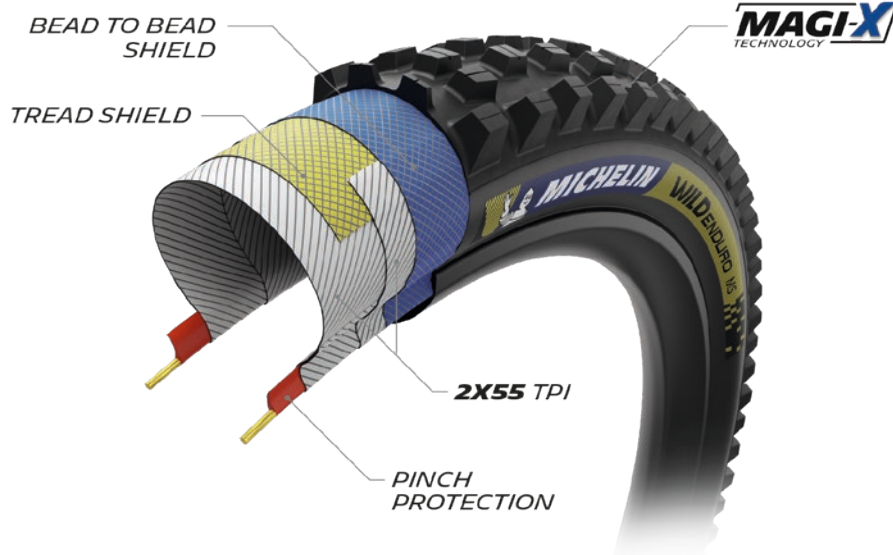
EXTRA GRIP

MAXIMUM GRIP TO WIN RACES, EVEN AT LOW TEMPERATURES⁽¹⁾ WITH THE MICHELIN MAGI-X COMPOUND



PUNCTURE & PINCH PROTECTION

Optimal puncture and pinch protection specifically developed⁽²⁾ for Enduro World Cup riders



(1) low temperatures: down to 37.4°F (3°C)
 (2) see cross section of the tire above

AVAILABLE MARCH 2024

**MIXED TERRAIN
 SOFT TERRAIN**

**TUBELESS
 READY**

**E-BIKE
 READY**



2X55 TPI

**FOLDABLE
 BEADS**

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	LABEL COLORS
66448	27.5X2.40	61-584	1200	FB	BLUE & YELLOW
29423	27.5X2.40	61-584	1200	FB	DARK
25392	29X2.40	61-622	1290	FB	BLUE & YELLOW
09322	29X2.40	61-622	1290	FB	DARK

MTB | Enduro

MICHELIN WILD ENDURO REAR

Racing Line

BLUE & YELLOW

DARK



NEW

OPTIMUM GRIP AND RELIABILITY TO WIN RACES



ROLLING EFFICIENCY

A rear-specific tire designed to maximize rolling efficiency on mixed and hard-packed terrain



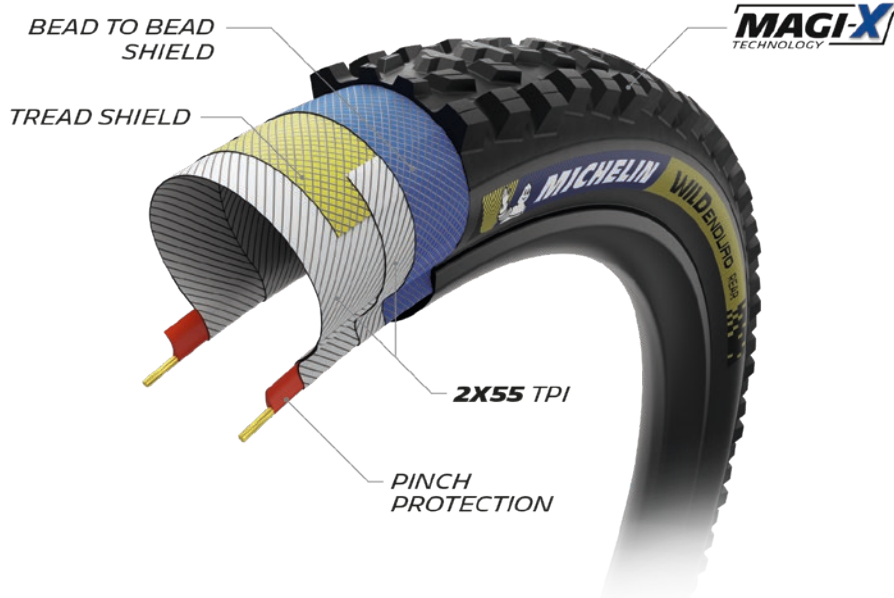
EXTRA GRIP

MAXIMUM GRIP TO WIN RACES, EVEN AT LOW TEMPERATURES⁽¹⁾ WITH THE MICHELIN MAGI-X COMPOUND



PUNCTURE & PINCH PROTECTION

Optimal puncture and pinch protection specifically developed⁽²⁾ for Enduro World Cup riders



(1) low temperatures: down to 37.4°F (3°C)
(2) see cross section of the tire above

AVAILABLE MARCH 2024

HARD PACKED TERRAIN

TUBELESS READY

E-BIKE READY

A4

2X55 TPI

FOLDABLE BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	LABEL COLORS
30756	29X2.40	61-622	1225	FB	BLUE & YELLOW
44014	29X2.40	61-622	1225	FB	DARK

MTB | Cross-Country

MICHELIN JET XC²

Racing Line



THE NEXT GENERATION MICHELIN XC RACE TIRE FOR QUICK **ACCELERATION AND MOMENTUM**



ROLLING EFFICIENCY

The Michelin Jet XC² tire provides more speed thanks to its semi slick tread pattern ⁽¹⁾



Grip

GRIP

The Michelin Gum-X compound optimizes the balance between rolling efficiency and traction



PUNCTURE AND PINCH PROTECTION

The Michelin Cross Shield² casing provides extra pinch protection designed to prevent tread and sidewall damage



(1) Compared to the Michelin Force XC² and Michelin Wild XC Racing Line.

HARD PACKED TERRAIN

**TUBELESS
READY**

**E-BIKE
READY**



2X150 TPI

**FOLDABLE
BEADS**

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
36945	29X2.25	57-622	710	FB	BLACK
98133	29X2.35	60-622	760	FB	BLACK

NEW - APRIL 2024



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MICHELIN