

NEW! MICHELIN CITY STREET TIRES



MEDIA KIT

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CONTENTS

MICHELIN E-BIKE TIRE RANGE 2

MICHELIN HISTORY/TIMELINE 3-4

MICHELIN SUSTAINABILITY COMMITMENT 5-6

NEW!

MICHELIN

CITY street

Performance Line

MICHELIN CITY STREET 7

- The Michelin City Street tire is designed for urban commuters looking for maximum comfort and reliability during their everyday rides.

MICHELIN PROTEK MAX 8

CONTACTS BACK COVER



MICHELIN E-BIKE TIRE RANGE

CITY TREKKING - E-BIKE



MTB - E-BIKE

X-COUNTRY



ALL-MOUNTAIN



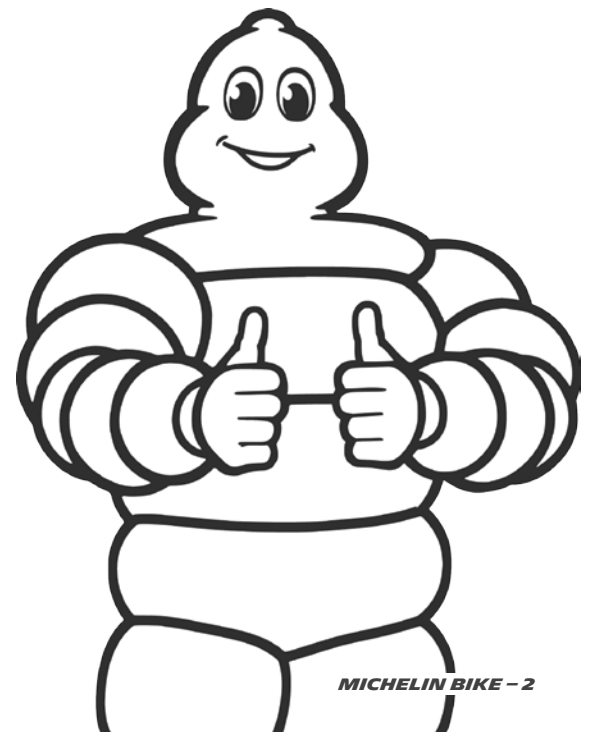
E-MTB



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

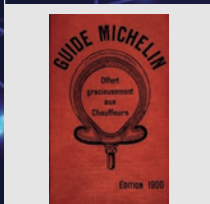
Focus on road signs: manufacture of bollards and signs

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.

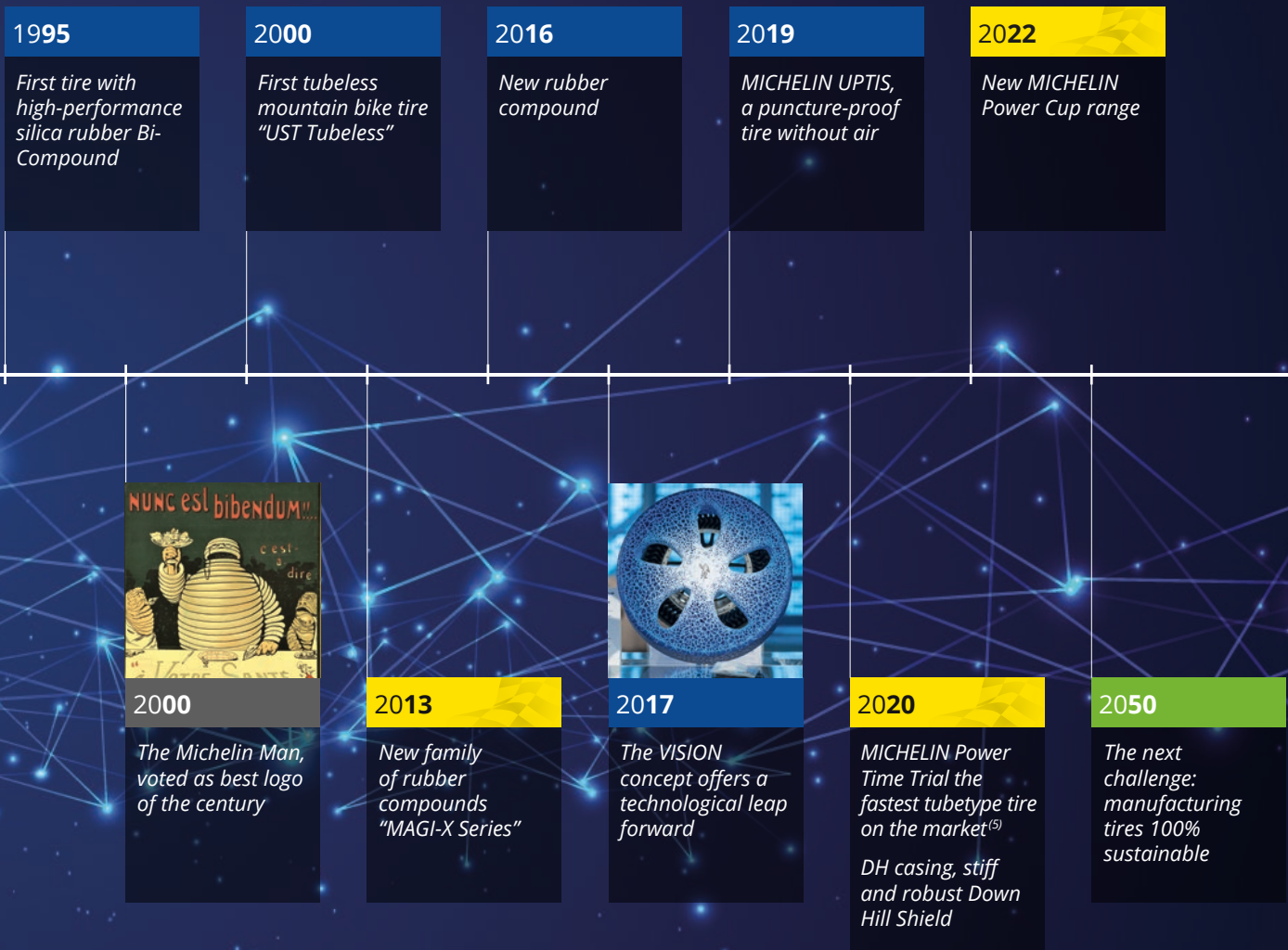
(3) A pioneer brand since 1889: not only Michelin has been the first to design tire tub for bike even radial tire but it's also pioneer for electrification (Formula E, Moto E)

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



MICHELIN KEEPS INNOVATING TO GIVE A FITTING ANSWER TO THE LATEST KEY PURCHASE 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.

City

MICHELIN

CITY street
Performance Line



NEW

FUN AND PERFORMANCE FOR YOUR CITY RIDE



PUNCTURE PROTECTION

Improved puncture protection thanks to the reinforced casing provided by the Michelin City Shield technology



GRIP

The Michelin Magi-X compound provides maximum security in a variety of weather conditions



DURABILITY

Built to last due to its combination of tread compound and pattern, making it a versatile tire for both electric and traditional bicycles



**AVAILABLE
JUNE 2024**



**37C 40C 50C
55C 60C**



REFLECTIVE
BANDS

**E-BIKE
READY**



**A3 | A4
B4 | C3**

3X60 TPI

WIRE BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
38796	26x1.60	40-559	630	WB	WB BLACK
82723	27.5x2.20	55-584	960	WB	BLACK
14555	27.5x2.40	60-584	1060	WB	BLACK
89931	700x35C	37-622	615	WB	BLACK
47443	29x1.60	40-622	710	WB	BLACK
31783	29x2.00	50-622	920	WB	BLACK
75022	29x2.20	55-622	990	WB	BLACK
91570	29x2.40	60-622	1085	WB	BLACK

MICHELIN PROTEK MAX PROTECTION

Performance Line



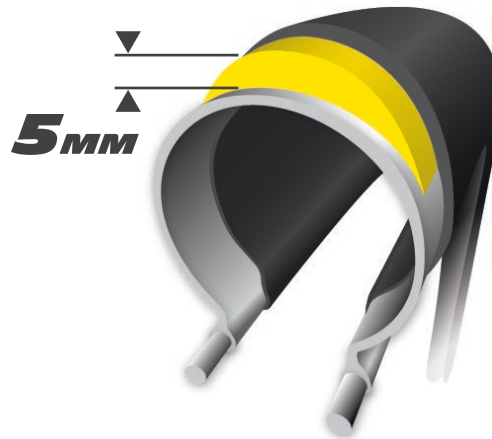
RIDE ON ASPHALT AND CITY
TRAILS WITH OUR **STRONGER
AND MORE VERSATILE TIRE**



PUNCTURE PROTECTION

Thanks to the anti-puncture Michelin High-Density Protection which provides optimal protection without wasting energy

**OUR MOST
POPULAR CITY
TIRE!**



MAX
PROTECTION



28C 32C 35C
38C 40C 47C



REFLECTIVE
BANDS

E-BIKE
READY



A2 A3 A4
C3 C4 C5

3X30 TPI

WIRE BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
92927	20X1.50	37-406	625	WB	BLACK
12081	20X2.20	56-406	1040	WB	BLACK
90629	24X1.85	47-507	1145	WB	BLACK
66160	26X1.40	35-559	750	WB	BLACK
99473	26X1.85	47-559	1235	WB	BLACK
37572	26X2.20	56-559	1430	WB	BLACK
58863	700X28C	28-622	725	WB	BLACK
62125	700X32C	32-622	740	WB	BLACK
60164	700X35C	37-622	855	WB	BLACK
97637	700X38C	40-622	950	WB	BLACK
83893	700X40C	42-622	980	WB	BLACK
09324	700X47C	47-622	1360	WB	BLACK
09132	29X2.20	56-622	1590	WB	BLACK



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Canada
(English)



Canada
(French)

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