

NEW! MICHELIN BMX FREESTYLE TIRE



MEDIA KIT

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- The Michelin Pilot Freestyle is now available for BMX Freestylers. Flying in skate park, or freestyling on flat tracks, this new range will answer to 20 inches riders needs.

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CONTACTSBACK COVER



MICHELIN BMX, DIRT JUMP, AND MTB TIRE RANGES

BMX/DIRT JUMP



MTB

X-COUNTRY



ALL-MOUNTAIN



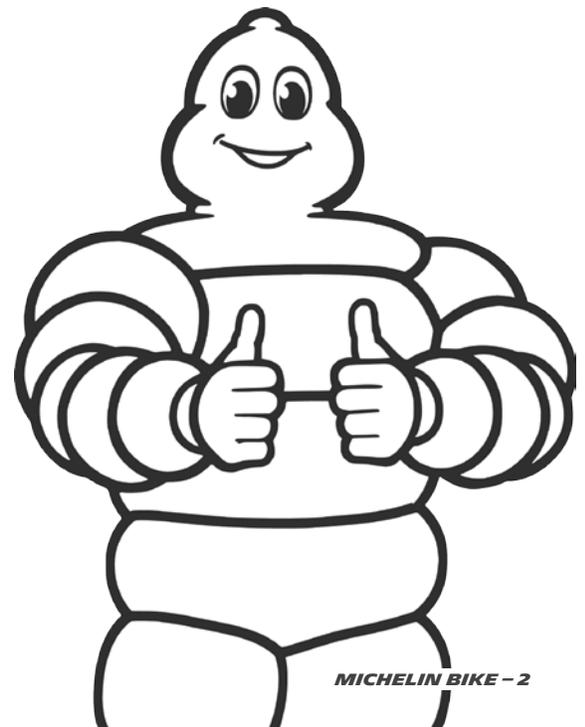
E-MTB



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

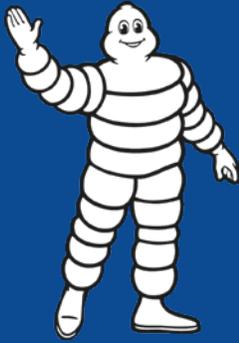
The "Green Tire" is created to limit CO2 emissions

(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⁾

1995

First tire with high-performance silica rubber Bi-Compound

2000

First tubeless mountain bike tire "UST Tubeless"

2016

New rubber compound

2019

MICHELIN UPTIS, a puncture-proof tire without air

2022

New MICHELIN Power Cup range



2000

The Michelin Man, voted as best logo of the century

2013

New family of rubber compounds "MAGI-X Series"



2017

The VISION concept offers a technological leap forward

2020

MICHELIN Power Time Trial the fastest tubetype tire on the market⁽⁵⁾

DH casing, stiff and robust Down Hill Shield

2050

The next challenge: manufacturing tires 100% sustainable

⁽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.

Freestyle

MICHELIN PILOT FREESTYLE

Racing Line



NEW

TRUST YOUR TIRES TO SEND IT!



MAXIMUM GRIP

The Michelin Magi-X compound is designed to provide maximum grip, inspiring confidence to attempt new tricks



DURABILITY

The 55 TPI freestyle casing is designed to handle high tire pressure(1) for big tricks and tough landings

ROLLING SPEED

The tire's slick tread pattern is fast rolling and quiet, ideal for skateparks and BMX trails

55 TPI

MAGI-X
TECHNOLOGY



**AVAILABLE
JULY 2024**

DIRT
TRACK

ASPHALT
TERRAIN



55 TPI

WIRE
BEADS

MSPN	SIZE	ETRT0	WEIGHT(G)	BEADS	COLORS
78480	20x2.10	53-406	585	WB	BLACK
61982	20x2.30	58-406	660	WB	BLACK

BMX

MICHELIN PILOT SX SLICK

Racing Line



AN **UNCOMPROMISING RANGE FOR WINNING BMX RACES**



MORE PERFORMANCE

Tubeless Ready technology reduces rolling resistance for optimal performance



ROLLING EFFICIENCY

The Michelin Pilot SX Slick's central tread and the design of the side blocks help maintain momentum

ASPHALT TERRAIN

TUBELESS READY



4X120 TPI

FOLDABLE BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
26906	20X1.70	44-406	420	FB	BLACK

MICHELIN PILOT SX

Racing Line



AN **UNCOMPROMISING RANGE FOR WINNING BMX RACES**



MORE PERFORMANCE

Tubeless Ready technology reduces rolling resistance for optimal performance



GRIP

The Michelin Pilot SX tire has been designed for extra grip while cornering, particularly on hard-packed or dusty terrain

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS	TR / TT
37241	20X1.70	44-406	400	FB	BLACK	Tubeless Ready
14598	20x1.50	37-406	350	WB	BLACK	Tube-type
41345	20x1 3/8	37-451	400	WB	BLACK	Tube-type

NEW - MARCH 2024
NEW - MARCH 2024

(1) 20x1 3/8 and 20x1.5 sizes only available in wire beads

Freestyle

MICHELIN PILOT SLOPE

Competition Line



GAIN HEIGHT AND LET GO WITH OUR BEST FREESTYLE TIRES



ROLLING EFFICIENCY

Thanks to its optimized rubber compound to keep speed between bumps



MAXIMUM GRIP

The lugs ensure maximum grip on dirt tracks

DIRT TRACK

TUBELESS READY



55 TPI

FOLDABLE BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
13910	26X2.25	57-559	570	FB	BLACK

MICHELIN PILOT PUMP

Competition Line



OPTIMIZE GRIP, ESPECIALLY ON ASPHALT PUMP TRACKS AND IN SKATE PARKS



GRIP

The slick tread pattern gives you optimum grip, especially on asphalt pump tracks and in skate parks



LIGHTER

Thanks to its 55 TPI casing and its soft aramid bead

ASPHALT TERRAIN

TUBELESS READY



55 TPI

FOLDABLE BEADS

MSPN	SIZE	ETRTO	WEIGHT(G)	BEADS	COLORS
55279	26X2.30	57-559	675	FB	BLACK





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