



***NORTH
AMERICAN
INTERNATIONAL
AUTO SHOW***

DETROIT



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Michelin Celebrates 30 Years at NAIAS



The North American International Auto Show runs for two weeks in January with nearly 800,000 media, industry and public visitors.

This is the 30th year that Michelin has been the exclusive tire sponsor and rights to operate the 40,000 square foot media center which provides working space for the more than 1,000 media representatives covering the show.

Michelin's corporate exhibit centered around current and future tire technology. Michelin detailed its Long-Lasting Performance initiative, which details the issues around worn vs new tire wet-braking performance. Michelin also displayed the Michelin Acrous Technology, which is a flexible wheel design made possible with Maxion Wheels. The design could potentially reduce the impact on wheels due to road hazards.

The MICHELIN VISION tire concept, launched last year, was also featured at the exhibit. The future concept will allow for customizable tire configuration that is completely airless and connected.

Finally, the Koenigsegg Agera RS was a highlight of the exhibit. Koenigsegg set out to break the top speed world record for a production car. This was done on a closed public highway in Nevada, USA. Top speed record was broken by over 15 km/h. The vehicle was displayed on the same set of MICHELIN Pilot Sport Cup 2 tires that helped achieve the feat.



THE TRUTH ABOUT WORN TIRES



The strategy of the Michelin Group is to develop sustainable mobility solutions to improve its customers' mobility. The Group improves design, manufacturing and management of its produce and service offers and minimizes the use of resources to reduce their impact on the environment and society.

An integral part of this approach is to design products that demonstrate very high levels of performance from being fitted, when new, all the way through to removal.

All tires wear out; and as they wear out their performance changes – for example we braking performance will degrade over time. Tire manufacturers, car makers, the automotive and tire industry, and consumer organizations all focus on the testing of tires when new. However, Michelin tests have shown that tire performance is not equal and even less equal when worn.

Currently, the industry standard is to test performances only for new tires; however, those attributes change as tires wear over time, meaning consumers make purchase decisions based on factors that become less and less relevant the more they drive on the tires.





Though safety may be subjective from one driver to another, in the automotive and tire industry, safety is typically described through braking distance, and especially wet braking. Test results show that braking performances among new tires are not equal, but Michelin's internal tests show that worn tires are even more unequal in their braking performances.

Michelin conducted internal tests that compared braking distances among specific tires in new and worn conditions to reveal how safety performance changes over time. The "worn" tires were buffed to the tread wear indicator, near the end of the tire's useful life (as 2/32-inch, as defined in many states).

The tests showed that some worn tires deliver wet-braking distances that are about the same or better than other new tires.

To this end, Michelin believes that all organizations and consumers should start to ask and consider both new and worn tire performance before purchase.

THE TRUTH ABOUT WORN TIRES

BRAND A (NEW)

87 ft.



**DISTANCE
COMPARISON**

BRAND B (NEW)

118 ft.



BRAND A (WORN)

107 ft.



BRAND B (WORN)

165 ft.



STOPPING DISTANCE COMPARISON

TESTED ON: 2017 Toyota Camry, 215/55R17 94V, LPG A9
Wet, 5/11/2017.

Michelin Sets Records With Koenigsegg



In a remote Nevada desert road in November 2017, a team from Koenigsegg and technical partners set out to test man and machine.

This Agera RS posted the highest speed ever recorded in a production car — 277.9 miles per hour, that's roughly the distance of a football field every seven-tenths of a second — breaking the previous record set in 2010. The Agera RS set four other world records that day, including the highest recorded speed on a public road at 284 miles per hour, breaking a record that was untouched since 1938.

The Koenigsegg team achieved this with one set of tires on the car — Michelin's Pilot Sport Cup 2 — tires that were not specially tuned, not modified in any way, but exactly the same tires that you could buy off-the-rack from your local dealer for your performance car.

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Even under extreme conditions, the Pilot Sport Cup 2 tires delivered the same reliable performance on the first top-speed run as the sixth run — internal temperature changes were barely a blip by most racing standards.

That very same vehicle was on the Michelin display at NAIAS as a feature vehicle demonstrating the Michelin performance advantage.

Records set that day in November include:

- The highest top speed achieved by a production vehicle (two-way average) 277.87 mph
- 0-400 km/h – 33.29 seconds
- Flying kilometer on a public road (two-way average) – 444.76 km/h
- Flying mile on a public road (two-way average) – 276.36 mph
- Highest speed achieved on a public road (single direction) – 457.94 km/h (284.55 mph)





MAXION Flexible Wheel With **MICHELIN ACORUS TECHNOLOGY**

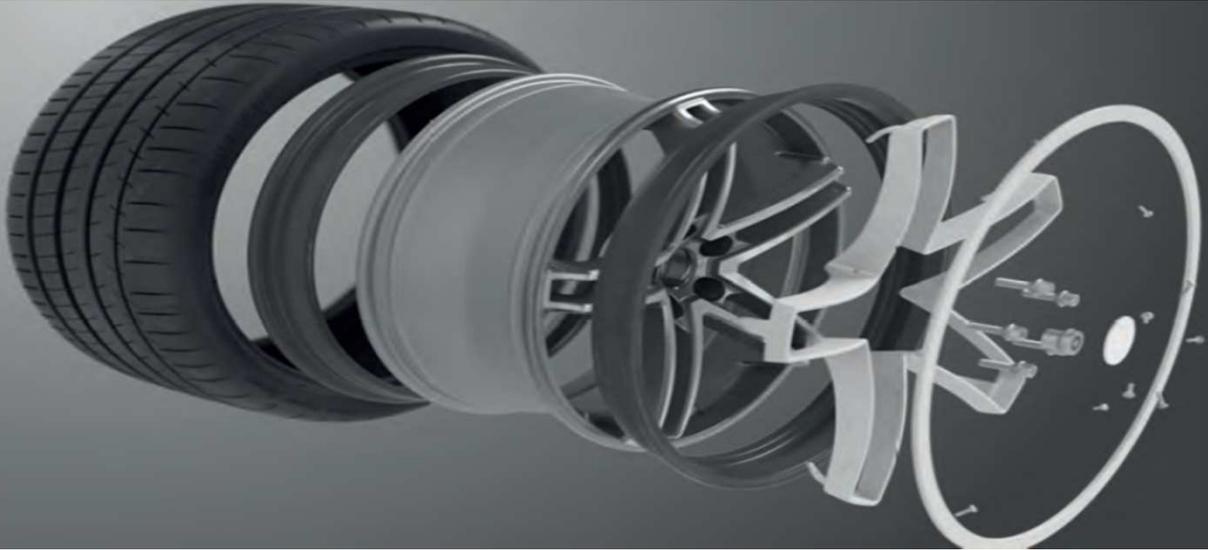
Reinventing the wheel – Bends but does not break

The patented new technology, developed by Michelin and Maxion Wheels for the passenger car wheel market, incorporates two flexible rubber flanges mounted on a special wheel body to create a flexible wheel that improves the ride and comfort and also absorbs impacts from potholes and curbs. The new wheel is compatible with all tires on the market and comprises an alloy rim – which is narrower than normal, two rubber flanges and an optional cosmetic insert to protect the alloy wheel.

Talking about this new innovation, Michelin Chief Operating Officer, Florent Menegaux said: “Car wheels have been getting bigger and bigger, as they contribute to making cars look more premium, and large shiny alloys are an integral part of all modern car designs. However, the resulting low profile tires with short sidewalls are much more susceptible to damage on today’s deteriorating roads with myriad potholes.”

Pieter Klinkers, Maxion Wheels CEO stated: “This is a game changer for wheels; a standard wheel driven through a pothole can damage the tyre and potentially crack the alloy rim, putting the safety of driver and passengers at risk. When the Maxion Flexible Wheel hits a pothole, the MICHELIN ACORUS Technology flange flexes and protects the tire and the wheel.”





In tests with a 285/30R21 tire driven through a pothole*, the standard rim version punctured the tire at 28kph whereas the Flexible Wheel with the MICHELIN ACORUS Technology

In addition to damage reduction, safety and improved mobility, the MAXION Flexible Wheel with **MICHELIN ACORUS** Technology has other benefits for the driver. It helps overcome other shortcomings associated with low profile tires with short sidewalls – comfort and noise levels are both improved due to the flexible rubber flange which sits between the wheel and the tire. There is also an environmental benefit in using **MICHELIN ACORUS** Technology; the Flexible Wheel is designed to work with any brand of tire, including low rolling resistance tires – meaning lower CO2 emissions and better fuel economy. The innovative wheel solution also means fewer damaged tires and wheels are being thrown away following pothole damage.



MICHELIN ACORUS Technology is the product of Michelin’s research Group. The Michelin Incubator Program shortened the time to market by showing and testing it with customers. Having designed and developed this unique patented technology, Michelin started to work in partnership with Maxion Wheels, a leader in the wheel business, to bring the Flexible Wheel to market.

The name ACORUS is taken from Acorus Calamus, a wetland plant that looks like a reed, which features in a famous French fable ‘the oak and the reed’ with the wisdom that “a reed bends but does not break”. The flexible wheel not only safeguards against potholes and poor roads, but marks an end to the compromise in passenger car wheel design between robustness and premium look.

The MAXION Flexible Wheel with **MICHELIN ACORUS** Technology, launched at the Frankfurt IAA, will initially be sold in 19” and above sizes to the OE premium automakers.