

TWO NEW MICHELIN BIB MOUSSE INSERTS

RUN-FLAT SOLUTIONS FOR OFF-ROAD MOTORCYCLE TYRES



In the wake of last August's launch at the 2017 ISDE of a new, versatile range of enduro tyres, Michelin has extended its line-up with the addition of two new Bib Mousse inserts for enduro and motocross use. These two new solutions will be available for purchase from stockists in February 2018.

MICHELIN Bib Mousse's reputation is backed by an unrivalled record of 34 Dakar victories since 1983, along with 22 enduro world titles and seven Motocross World Championship crowns. Michelin has now extended its catalogue of run-flat inserts for off-road use with the introduction of MICHELIN Bib Mousse **M14** and MICHELIN Bib Mousse **M199**.

MICHELIN Bib Mousse inserts – which account for 80 percent of the market, notably in the world of motorsport – are the perfect companion for enduro, cross-country rally and motocross motorcycle tyres. An alternative to the familiar innertubes, they are designed to keep riders on the move. In addition to being lighter than a conventional reinforced innertube, they 'inflate' tyres to the equivalent of 0.9 bar. Combined exclusively with MICHELIN tyres, MICHELIN Bib Mousse inserts provide enhanced agility and grip, as well as extra lateral grip and outstanding longevity.

Developed especially for use in association with MICHELIN ENDURO Medium and MICHELIN STAR CROSS 5 tyres, MICHELIN Bib Mousse **M14** and MICHELIN Bib Mousse **M199** feature a new formulation for an even longer lifespan and improved handling. Tested and approved by the sport's leading competitors, these two new products lost no time becoming a natural choice for intensive use.

The new MICHELIN Bib Mousse **M14** and new MICHELIN Bib Mousse **M199** join the existing range of M15, M16, M18, M22 and M02 inserts to provide a choice of seven different solutions and a total choice of 40 variants for 18- to 21-inch wheels.

MICHELIN Bib Mousse M199 (110/90-19) variants:

- ▶ 110/90-19 MICHELIN StarCross 5 Sand
- ▶ 110/90-19 MICHELIN StarCross 5 Soft
- ▶ 120/80-19 MICHELIN StarCross 5 Soft
- ▶ 120/90-19 MICHELIN StarCross 5 Medium
- ▶ 120/80-19 MICHELIN StarCross 5 Medium
- ▶ 110/90-19 MICHELIN StarCross 5 Hard

MICHELIN Bib Mousse M14 (140/80-18) variants:

- ▶ 120/90-18 MICHELIN StarCross 5 Soft
- ▶ 120/90-18 MICHELIN StarCross 5 Medium
- ▶ 140/80-18 MICHELIN Enduro Medium



Michelin has taken advantage of the launch of MICHELIN Bib Mousse M14 and MICHELIN Bib Mousse M199 to introduce new, more modern packaging (new Michelin graphic charter, stronger cardboard, new stickers, new user instructions).

RECOMMENDATIONS:

- MICHELIN Bib Mousse inserts are for designed off-road leisure use, exclusively in association with MICHELIN tyres.
- The top speed of a tyre equipped with MICHELIN Bib Mousse is 130kph. MICHELIN Bib Mousse is NHS-rated (Not for Highway Service) which means motorcycles equipped with a MICHELIN Bib Mousse insert may not be used on public roads.
- MICHELIN Bib Mousse must not be stored at more than 30°C for any length of time. It is strongly recommended to avoid exposing MICHELIN Bib Mousse to temperatures in excess of 40°C.
- MICHELIN Bib Mousse inserts must be used for the first time within 18 months of their production date. MICHELIN Bib Mousse has a lifespan of up to six months from the date it is first fitted to the motorcycle. Its working life is significantly lower when used intensively.
- The working life of MICHELIN Bib Mousse can vary considerably depending on severity of use and the discipline involved. For example, its lifespan when used for motocross purposes is shorter compared with enduro riding.
- Ahead of a fast stage, Michelin recommends gradual warm-up of the MICHELIN tyre and MICHELIN Bib Mousse combination at a moderate speed.
- For longer life, the use of MICHELIN Bib Mousse gel is recommended for fitting and removing MICHELIN Bib Mousse.

Michelin's mission is to improve mobility, sustainably. The leader in its sector, Michelin designs, manufactures and markets tyres that address the needs and uses of its customers, as well as solutions designed to promote efficient mobility and advanced materials for mobility-related industries. Michelin also markets a range of products to provide its customers with a customised experience when travelling. Based in Clermont-Ferrand, France, Michelin is active in 170 countries, employs a staff of 111,700 and operates 68 production facilities in 17 countries which collectively manufactured 187 million tyres in 2016. (www.michelin.com)

