

Press Release
Clermont-Ferrand, July 16, 2014

Michelin launches European treasure hunt

5 weeks to find the roadster fitted with MICHELIN Pilot Road 4 tires



Michelin, in partnership with the agency Stratégie One, recently launched a big European treasure hunt that will last until the middle of the summer.

Every Friday, at the same time for five weeks, Michelin will post clues on a special website (motohunt.michelin.com) to locate where the motorcycle with the MICHELIN Pilot Road 4 tires is hidden.

Introduced in 2014, the MICHELIN Pilot Road 4 on-road tire is available in Standard, GT and Trail versions and covers most categories of road motorcycles of more than 600cc.

The new tire brakes 17%* shorter on wet roads than its closest competitor and delivers 20%** more total mileage than its predecessor. The MICHELIN Pilot Road 4 is a tangible reflection of the MICHELIN Total Performance strategy, which is designed to drive continuous, simultaneous improvement in several areas of tire performance.

Sign up at motohunt.michelin.com

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*Braking tests conducted on wet and slippery surfaces in July 2013 by the DEKRA Test Center, an independent testing company.

** In-house tests conducted in 2013.

