



PRESS RELEASE

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10 March 2021

New MICHELIN Wild Enduro Racing Line

Michelin has launched its new Wild Enduro Racing Line mountain bike tire range which is designed for racers, riders who want the ultimate performance and for those who want to ride the same tires as used by pro racers including Sam Hill, Adrien Dailly and Martin Maes.

Available in front- and rear-specific versions, the MICHELIN Wild Enduro Racing Line tires are available in 29x2.40 to suit the race bikes used today at the highest levels of the sport, and by leisure riders who ride aggressively on enduro-type terrain.

The focus of the new range is to offer the highest levels of grip in challenging conditions and to resist damage when riding at the limit. This has been made possible due to the use of the MAGI-X DH tread rubber compound, and Double Defense 4X-Ply, Low Pressure Reinforcement and High Density Puncture Protection integrated into the casing design.

MAGI-X DH

This is the same sticky and durable rubber compound as used in Michelin's DH range of tires, that is optimised to offer high grip levels in wet and dry conditions on a variety of track surfaces. In addition, the compound ensures consistent grip across a wide temperature range from 5° to 40° Celsius (41° to 104° Fahrenheit).

Double Defense 4X-Ply

These four plies are used in the sidewall areas to increase resistance to damage and increase lateral stability of the tyres' casing during high speed cornering.*

Low Pressure Reinforcement

This reinforcement in the bead and lower sidewall area has two benefits as it not only reduces the incidence of pinch punctures when running low pressures, but it also increases stability of the casing to maintain steering precision when working in tandem with the bead to bead protection ply. While running at low pressures for optimum grip, improved bead tightening and seating technology eliminates air loss during hard cornering.

* Compared to Gravity Shield

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High Density Puncture Protection

A high-density belt positioned under the tread area to reduce the chance of punctures caused by sharp objects or impacts.



In addition to the DH rubber compounds the tread of the MICHELIN Wild Enduro range has been designed to optimise performance due to its dedicated front and rear patterns.

The front tire features tall and rigid centre blocks to offer excellent cornering grip on different terrain with zero-degree ridges added to enhance braking performance. On the shoulders the offset lateral blocks offer progressive cornering characteristics while at same time ensuring good mud clearance.



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Also offering high grip levels, the rear tread pattern has been optimised for rolling efficiency and speed due to its lower centre blocks and more rigid offset shoulder block designs. The blocks also feature the same braking ridges as the front tire, but the focus is on reducing rolling resistance and efficiently converting pedal inputs to forward motion!



Proof of the capabilities of this tyre range are shown by the previous results at world level using these tires including two Elite World Enduro Championship titles with Sam Hill; one U21 World Enduro Championship title with Elliot Heap; and two Masters World Enduro Championship titles with Karim Amour.

The new tires will be available in shops from April 2021 and can be clearly identified by its packaging featuring Racing Line graphics.

Tire/Position	Size	Weight
MICHELIN Wild Enduro Front Racing Line	29x2.40 (61-622)	1380g
MICHELIN Wild Enduro Rear Racing Line	29x2.40 (61-622)	1380g



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Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 127,000 employees and operates 69 tire production facilities which together produced around 200 million tires in 2019. (www.michelin.com)

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