

MICHELIN WILD RACE'R ENDURO REAR

EVEN MORE GRIP!



PRESS KIT

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MICHELIN

A better way forward



CONTENTS

- 1 The latest addition to Michelin's Enduro range pushes the limits
- 2 A technological achievement
- 3 Eight key features of the MICHELIN Wild Race'R Enduro Rear
- 4 What the riders say...
- 5 The MICHELIN Wild range at a glance
- 6 MICHELIN Total Performance, a comprehensive strategy to deliver even better performance
- 7 The Michelin group in numbers

1

THE LATEST ADDITION TO MICHELIN'S ENDURO RANGE PUSHES THE LIMITS

The latest addition to Michelin's Enduro range –the all-new **MICHELIN Wild Race'R Enduro Rear** – will reach the market in January 2016.

Specially designed and developed to take on smooth, dry terrain, its mission is to go beyond its initial calling by performing on wet surfaces, too.

The MICHELIN Wild Race'R Enduro Rear marks a groundbreaking step forward in its field. While it borrows the name of its predecessor, it greatly exceeds the grip levels delivered by its forerunner.

By focusing their attention on enhancing grip, 70 per cent of which is produced by the tread, the Research and Development teams have achieved unprecedented results without altering the original qualities that helped to forge the reputation of this tyre, namely efficiency and longevity.

Optimising grip is essential, especially for competitors, since it equates to faster times, better steering precision, improved stability under braking and extra safety when leaning or on slopes.

For everyday use, it contributes to enhanced safety while bringing more enjoyment to a sport that is becoming increasingly accessible and, therefore, has more enthusiasts.



2

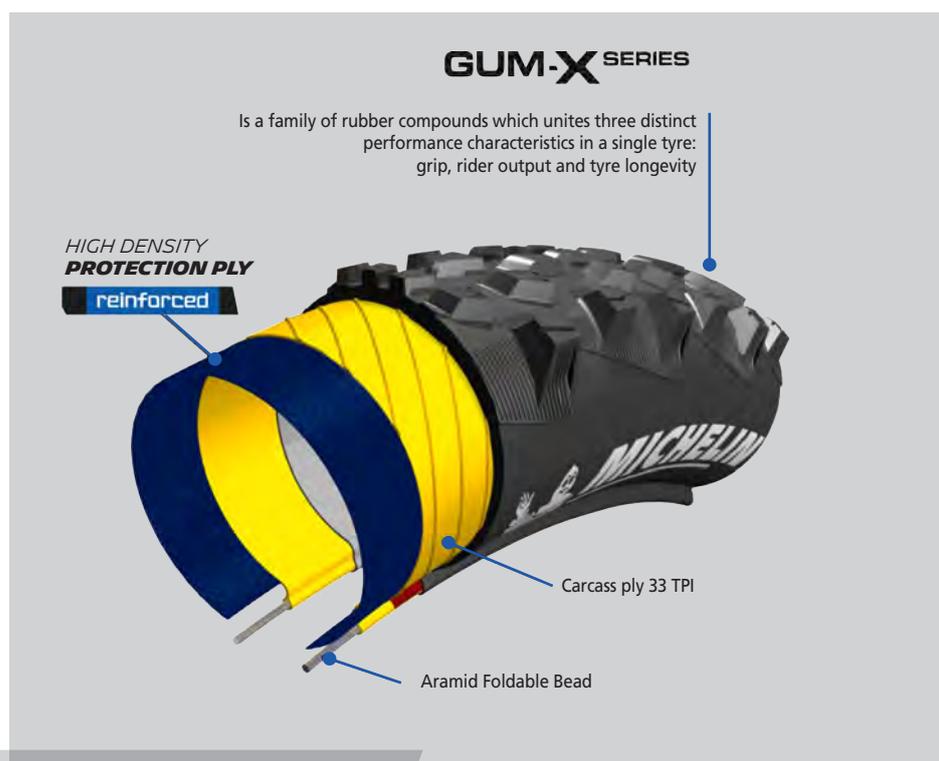
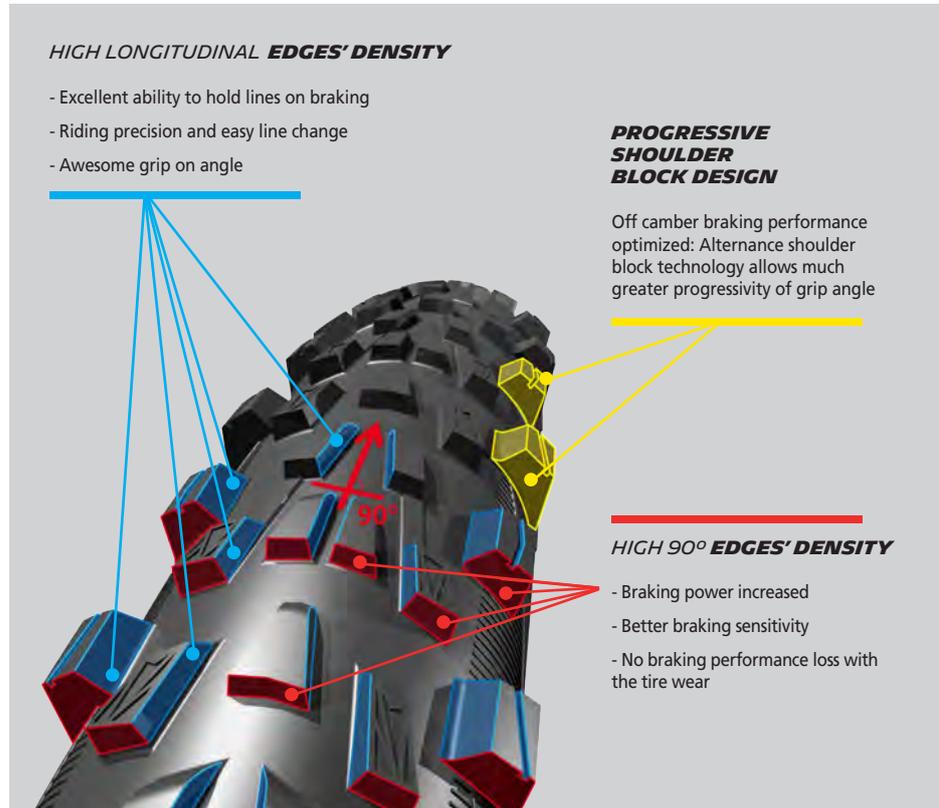
A TECHNOLOGICAL ACHIEVEMENT

By retaining the casing and architecture of the prior generation and focusing on the tread, the Research and Development teams deliberately worked to improve the grip of this highly innovative rear tyre.

For the pattern, the challenge was to find the best balance by adjusting the grooving, as well as the pattern formed by the tread blocks.

Tested and developed by the best enduro riders in the world, this new rear tyre benefits from the latest-generation compounds developed for the MICHELIN Wild Advanced mountain bike range. Named 'Gum-X series', this compound represents an outstanding compromise between performance and grip, efficiency and wear.

The Tubeless Ready architecture is ideally suited to enduro riding. Thanks to the addition of a bead-to-bead protective ply, MICHELIN Reinforced technology brings extra strength to the casing, thereby reducing the risk of pinch punctures.



3

EIGHT KEY FEATURES OF THE MICHELIN WILD RACE'R ENDURO REAR

- 1 new tread pattern
- 1 Reinforced architecture
- 1 Gum-X Series compound
- 1 2015 EWS season nearly over, several victories achieved
- 1 1/2 years of development
- 2 sizes: 27.5 x 2.35 and 29 x 2.35
- 4 test sessions
- 5 prototypes produced

4

WHAT THE RIDERS SAY...

Rémy Absalon

9 times winner of the Megavalanche race



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I have always liked to use a tyre designed for smoother terrain at the rear. It's ideal for our sport. My preference is big tread blocks at the front and performance at the back. I am doubly pleased because the MICHELIN Wild Race'R Enduro Rear offers me this performance while also giving me good grip. Good tread blocks for lateral breaking and just the right height to achieve the degree of versatility I need.



Jey Clementz

2013 World Enduro Champion

From my first test with the new MICHELIN Wild Race'R Enduro Rear, the feeling was good and I felt perfectly comfortable. It provides exactly what I expect from a tyre. It's fast while offering good grip, especially under braking and when leaning. I think that it's a rear tyre that I will use 90 percent of the time this year. We have done a lot of tests with Michelin to come up with the best compromise between the cover, weight, resistance, grip, comfort and performance. I must say that it's a real pleasure to ride in any kind of conditions with this new tyre.



Karim Amour

2014 European Enduro Champion

When I accelerate, whether climbing or going downhill, I can't afford any uncontrolled skidding, which is where speed is lost. I systematically choose the performance and grip option on all types of surfaces, which offers me a greater safety margin to reach higher speeds and enjoy myself.

Thanks to this multi-surface tyre, I don't think twice. It is the perfect combination of speed, control and longevity.

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5

THE MICHELIN WILD RANGE AT A GLANCE

Available in a choice of two sizes (27.5 x 2.35 and 29 x 2.35); the all-new **MICHELIN Wild Race'R Enduro Rear** tyre joins a range which features Advanced Technology and Reinforced Tubeless Ready architecture technology, both developed by Michelin.



USE	ENDURO			
TECHNOLOGY				
ARCHITECTURE	 Tubeless Ready			
TERRAIN				
TERRAIN	Mud terrain	Mixed terrain	Extreme terrain	Dry terrain
TREAD PATTERN	MICHELIN wild MUD  	MICHELIN wild GRIP'R 	MICHELIN wild ROCK'R² 	MICHELIN wild RACE'R enduro REAR  
SECTION WIDTHS	2.25	2.35	2.35	2.35
COMPOUNDS		GUM-X^{SERIES} 55A  To be used mainly as a rear tyre.	GUM-X^{SERIES} CENTRAL 55A LATERAL 55B  To be used mainly as a rear tyre.	GUM-X  To be used only as a rear tyre.
COMPOUNDS	MAGI-X^{SERIES} 	MAGI-X^{SERIES}  To be used mainly as a front tyre.	MAGI-X^{SERIES}  To be used mainly as a front tyre.	

This comprehensive range offers a selection of patterns, sizes and compounds to cover all the types of terrain that can be encountered in enduro: i.e. muddy, mixed, extreme and dry ground.

6

MICHELIN TOTAL PERFORMANCE, A COMPREHENSIVE STRATEGY TO DELIVER *EVEN BETTER* PERFORMANCE

MICHELIN Total Performance, is a unique way of designing tyres that increases performance thanks to the use of advanced technologies.

MICHELIN Total Performance : it is difficult to reconcile certain performance-related parameters. It is only achievable, in fact, thanks to new innovations and the employment of advanced technologies:

In the mountain bike world, the aim is to provide the best possible grip in all circumstances, on dry or wet ground, on rocky terrain and even on ordinary roads, under cornering or when going downhill. Strength and resistance to puncturing is another feature of Michelin tyres, along with efficiency (less effort required on the pedal), lightweight and agility.

The assurance that all these parameters fulfil their mission is achieved through a policy of ongoing innovation spearheaded by established leaders in their respective fields, as well as by the tools and production processes used to ensure the very best performance package. It is this pledge that guides the development of Michelin's mountain bike tyres.

In the specific case of the new MICHELIN Wild Race'R Enduro Rear, MICHELIN Total Performance takes the form of three vital, intimately linked qualities:

- ▶ High-performance braking for enhanced safety, especially in intensive use, plus outstanding grip in dry and extreme conditions, as well as under cornering. This combination contributes to the performance of individual competitors and to the safety of all riders.
- ▶ Efficiency – less effort required to move forward.
- ▶ Longevity.



**MICHELIN
Total Performance**



THE MICHELIN GROUP IN NUMBERS

Founded
1889

Factories
68 production plants in 17 countries

Staff
112,300 employees worldwide

Research and development
More than 6,600 R&D staff working out of 25 facilities on three continents (North America, Europe and Asia)

R&D budget (2014)
€656 million

Annual production
178 million tyres, plus more than 13 million maps and guides sold in 170 countries, and 970 million itineraries computed by ViaMichelin

Total revenue (2014)
€19.55 billion

A broad portfolio of brands covering every sector of the market:

MICHELIN, BFGOODRICH, KLEBER, UNIROYAL¹, WARRIOR, KORMORAN, RIKEN, TAURUS, TIGAR, PNEU LAURENT, RECAMIC, MICHELIN REMIX.

Uniroyal1: except Europe

MORE THAN 3,500 POINTS OF SALE (GROUP-OWNED AND FRANCHISES) IN 29 COUNTRIES



The mission of tyre industry leader **Michelin** is to play an active part in the sustainable transport of people and goods. To achieve this goal, the Group manufactures, distributes and markets tyres for all types of vehicle. Michelin also proposes innovative digital services, including vehicle fleet management and mobility aids. It publishes travel, restaurant and hotel guides, as well as maps and road atlases. Its headquarters are in Clermont-Ferrand, France, and the group is active in 170 countries with a total staff of 112,300 worldwide. It has 68 manufacturing facilities in 17 countries, as well as research and development technology centres in Europe, North America and Asia. (www.michelin.com)