

**NEW**

## **MICHELIN CROSSCLIMATE+:** **ARM YOURSELF FOR EVERY WEATHER CONDITION**

The MICHELIN CrossClimate has proven a market success story since its launch in 2015.

A genuine game-changer, it has created a new category of tyre that uniquely meets the needs of consumers, fleets and dealers.

It has answered the question of how to cope with ever-changing weather conditions, not only in the UK, but throughout Europe. And it also benefits dealers with Michelin's 'Geobox' stock solution; fewer sizes to hold with greater market coverage.

So why change the offer? Why change a winning formula?

This technical bulletin highlights and explains the **new** CrossClimate+ range

### **MICHELIN CROSSCLIMATE+ TYRE**



#### **MILEAGE AT A HIGH LEVEL TO BENEFIT FROM SAFETY & MOBILITY UNTIL THE LAST MILE**

- Lasts even longer than MICHELIN Energy Saver+, best-in-class in its Summer market category <sup>(6),(7)</sup>
- Lasts 25% longer than average Premium All Season market <sup>(6)</sup>

#### **SAFETY IN EVERY WEATHER CONDITION FOR ADDED PEACE OF MIND**

- In summer, brakes on dry roads like a summer tyre <sup>(1)</sup>
- Provides excellent grip on wet roads in every weather condition, in summer and winter <sup>(2)</sup> with a wet grip label as good as or better than 70% of the Premium Summer market <sup>(8)</sup>. The drop from A to B represents only a small performance change
- In winter, is approved for use in snow conditions <sup>(3)</sup>

#### **MOBILITY ON SNOW FROM THE FIRST TO THE LAST MILE**

- When new, offers the same level of snow traction as major premium All Season tyres <sup>(4)</sup>
- Snow traction for worn CrossClimate+ tyres is equivalent to premium All Season tyres when they are half-worn <sup>(4),(5)</sup>

## SO WHAT'S CHANGED?

- CrossClimate+ improves on an already Award Winning product range (MICHELIN CrossClimate)
- CrossClimate+ receives the latest generation Michelin tread compound, providing safety and grip for longer and is ideally suited to UK winter conditions
- CrossClimate+ provides consumers & fleets with a better all-round product and affirms Michelin's "Total Performance" approach to tyre development and innovation for the benefit of all

### MIXIBILITY

- Michelin CrossClimate+ should ideally be fitted in axle pairs, with new tyres to the rear
- However it is legal and acceptable to mix with a single CrossClimate on the same axle, although it would not be Michelin's recommendation

### CROSSCLIMATE/CROSSCLIMATE+ /CROSSCLIMATE SUV RANGES

- CrossClimate will continue to be produced in 14" dimensions, manufactured here in the UK
- The CrossClimate SUV continues unchanged with 8 new sizes launched in 2017
- Introduction of CrossClimate+ in January 2017 with 41 CAI's in CrossClimate+ by year end
- CrossClimate+ will be sold globally by Michelin, giving more consumers the opportunity to experience the benefits of this range

### MICHELIN CROSSCLIMATE+ TYRE SIZES

#### 18 Dimensions: Jan/Feb 2017 Launch

SKU	Dimensions 15"
694822	195/65R15 95V XL TL CROSSCLIMATE+
814956	185/55R15 86H XL TL CROSSCLIMATE+
SKU	Dimensions 16"
380566	205/55R16 94V XL TL CROSSCLIMATE+
426680	195/55R16 91H XL TL CROSSCLIMATE+
481815	195/55R16 91V XL TL CROSSCLIMATE+
177160	195/60R16 93V XL TL CROSSCLIMATE+
SKU	Dimensions 17"
786593	225/45R17 94W XL TL CROSSCLIMATE+
154255	225/50R17 98V XL TL CROSSCLIMATE+
462289	215/50R17 95W XL TL CROSSCLIMATE+
745413	205/50R17 93W XL TL CROSSCLIMATE+
144866	215/55R17 98W XL TL CROSSCLIMATE+
179411	215/45R17 91W XL TL CROSSCLIMATE+
186217	205/55R17 95V XL TL CROSSCLIMATE+
268118	235/45R17 97Y XL TL CROSSCLIMATE+
893067	235/55R17 103Y XL TL CROSSCLIMATE+
SKU	Dimensions 18"
364747	225/40R18 92Y XL TL CROSSCLIMATE+
621969	245/45R18 100Y XL TL CROSSCLIMATE+
538815	235/45R18 98Y XL TL CROSSCLIMATE+

#### 17 Dimensions: April 2017 Launch

SKU	Dimensions 15"
254413	185/65R15 92T XL TL CROSSCLIMATE+
275683	185/60R15 88V XL TL CROSSCLIMATE+
285604	195/60R15 92V XL TL CROSSCLIMATE+
512212	185/65R15 92V XL TL CROSSCLIMATE+
349618	195/55R15 89V XL TL CROSSCLIMATE+
370933	195/65R15 91H TL CROSSCLIMATE+
SKU	Dimensions 16"
455435	205/55R16 91H NL TL CROSSCLIMATE+
112293	215/55R16 97V XL TL CROSSCLIMATE+
195540	205/60R16 96H XL TL CROSSCLIMATE+
607946	215/60R16 99V XL TL CROSSCLIMATE+
983091	215/65R16 102V XL TL CROSSCLIMATE+
731510	225/55R16 99W XL TL CROSSCLIMATE+
248424	205/60R16 96V XL TL CROSSCLIMATE+
331863	225/60R16 102W XL TL CROSSCLIMATE+
SKU	Dimensions 17"
976438	215/65R17 103V XL TL CROSSCLIMATE+
411024	225/55R17 101W XL TL CROSSCLIMATE+
572820	225/60R17 103V XL TL CROSSCLIMATE+

6 further SKU's to be launched later in 2017

(1) MICHELIN CrossClimate+ has the same level in dry braking as MICHELIN CrossClimate (Test conducted by TÜV SÜD Product Service, at Michelin's request, in September 2016, on dimension 205/55 R16 on VW Golf 7). MICHELIN CrossClimate has a similar level in dry braking as the Summer reference tyre (Comparative test done by AutoBild on dimension 205/55 R16, published the 30th of September 2016). (2) Wet braking label "B" on the European labelling. (3) 3PMSF (3 Peaks Mountain Snowflake) certification. (4) Tests conducted by TestWorld, at Michelin's request, in July 2016, on dimension 205/55R16 on VW Golf 7, in comparison with GOODYEAR Vector 4Seasons Gen-2 and PIRELLI Cinturato All Season. (5) 'Worn' means 2.1mm tread depth and 'half-worn' means 4mm tread depth. (6) Test conducted by DEKRA Test Centre, at Michelin's request, between July and August 2016, on dimension 205/55R16 on VW Golf 7. Premium All Season market consists of 5 All Season premium tyres (GOODYEAR Vector 4Seasons Gen-2, PIRELLI Cinturato All Season, VREDESTEIN Quatrac 5, NOKIAN Weatherproof, HANKOOK Kinergy 4S). (7) MICHELIN Energy Saver+ is best-in-class in its summer category as it obtained the best score of 0.5 assigned by ADAC in longevity in its 2015 comparison of Summer tyres on size 205/55R16.\*For the majority of dimensions. (8) All premium summer car tyres sold on the web in Europe and based on 400 websites and 8471 offers.