

PRESS KIT | MARCH 2013

The Six New MICHELIN Motorcycle Tires for 2013



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Find MICHELIN Motorcycle innovations on videos on our youtube channel.

<http://www.youtube.com/user/MICHELINMotorcycle>

Six new tires reflecting the same strategy: MICHELIN Total Performance

FIRST-QUARTER 2013

Michelin is launching six different new tires simultaneously in the international marketplace.

From high-powered sports motorcycle to small and medium-size city bikes, from trail bikes used on- and off-road to sporty roadsters, all of these vehicles, regardless of where they are ridden around the world, can be equipped with latest-generation MICHELIN tires:

- ▶ **MICHELIN Power SuperSport** for sporty bikes used on road or track;
- ▶ **MICHELIN Pilot Power 3** Pilot Power 3 for sporty roads and sporty motorcycles used mainly on the road;

- ▶ **MICHELIN Anakee III** for big trail bikes used mainly on roads;
- ▶ **MICHELIN Anakee Wild** for big trail bikes used both on- and off-road;
- ▶ **MICHELIN Pilot Street Radial** for small and medium-size motorcycles used every day;
- ▶ **MICHELIN Pilot Street** for small utility bikes.

While each of these six tires is dedicated to a specific use or purpose, they all have one thing in common in that they were designed to deliver the most complete performance combination.

In two years, the entire line-up of MICHELIN motorcycle tires for road use will have been renewed.

MICHELIN Power SuperSport ▼	MICHELIN Pilot Power 3 ▼	MICHELIN Power Slick ▼	MICHELIN Power Cup ▼	MICHELIN Pilot Road 3 ▼
2013 	2013 	2012 	2012 	2011 

FIRST-QUARTER 2013

By simultaneously bringing these six new tires to market, the Group is demonstrating its worldwide commitment to riders to providing new tires, each of which delivers more performance. This is what is known as **MICHELIN Total Performance** – the ability to engineer tires that leverage advanced technologies to eliminate performance tradeoffs for users. MICHELIN tires deliver in the areas of safety, riding enjoyment and total mileage.

MICHELIN Total Performance is a global strategy. It applies to all categories of MICHELIN tires, whether for motorcycles or for vehicles equipped by other Group divisions.



FIRST-QUARTER 2013

First-quarter 2013. To simultaneously bring six new tire ranges into the global marketplace, Michelin has leveraged unprecedented R&D and production resources. Innovation is the cornerstone of this strategy and Michelin allocates more than €620 million a year to its Technology Center programs.

Six figures to learn more about MICHELIN tires

1

Everywhere around the world, the Group uses **one** and only one brand for all its **two-wheel motor vehicles tires**. For all motorcycles or scooters, whether powerful sports bikes exclusively for track use, all-terrain bikes or small, 50-cc motorcycles, all the Group's tires display the MICHELIN brand. Whatever the climate, the bike or the type of use, riders will find a MICHELIN tire that meets their needs. The Group even takes into account users' budget capacity to offer an extensive product portfolio that includes latest-generation tires alongside older models that also integrate advanced technologies.

2

The entire MICHELIN road motorcycle tire line-up is less than **two** years old.

5

To make up its worldwide motorcycle tire offering, Michelin has defined **five** major types of use that depend on five types of surface. There are tires for the track, for the road, for city streets, for trails and for off-road use.

6

Michelin is simultaneously bringing to market **six** new tires in 2013 for sports models, roadsters, trail bikes and small motorcycles.

6

Over the years, Michelin has developed **six** leading-edge technologies that are found in different combinations – depending on user needs – on all its 2013 tires (see details below).

18

These new products can equip **18** families of two-wheel motor vehicles. This means nearly all existing categories including track bikes, hypersport models, sports motorcycles, touring bikes, roadsters, customized models and cruisers, small and medium-size city motorcycles, trail and motocross bikes, endurance motorcycles, recreational trail bikes, rally motorcycles and trial bikes, as well as large, city, retro and 50-cc scooters.

A close-up look at six leading-edge Michelin technologies

2CT (TWO COMPOUND TECHNOLOGY) AND 2CT+, THE NEW GENERATION 2CT

In 1994, Michelin introduced two-compound tires in GP500 racing. The rubber in the center of the tread was hard in order to withstand sudden accelerations and braking and soft on the shoulders to deliver more grip when leaning.

In 2013, Michelin further enhanced this technology with the new 2CT+ version, which featured hard rubber under the soft compound on the shoulder. The result was greater rigidity when leaning and enhanced stability at angles, especially when accelerating sharply.

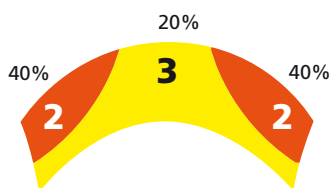
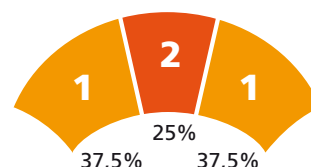
2005 : the first racing tire made with 2CT technology and certified for road use was launched: the MICHELIN Power Race.

2013 : 2CT+ technology has been integrated into the rear tires in the MICHELIN Pilot Power3 and Power SuperSport ranges.

New 2013 products with 2CT and 2CT+ technology:

MICHELIN Power SuperSport and MICHELIN Pilot Power 3

FRONT TYRE



RUBBER COMPOUND

SOFT



MEDIUM

RADIAL TECHNOLOGY

In 1984, Michelin tested its first radial motorcycle tires in Grand Prix events and they very quickly became the benchmark. Radial technology provided a critical advantage in terms of resistance and stability at high speeds, as well as consistently superior, long-term road performance, riding comfort and longevity.

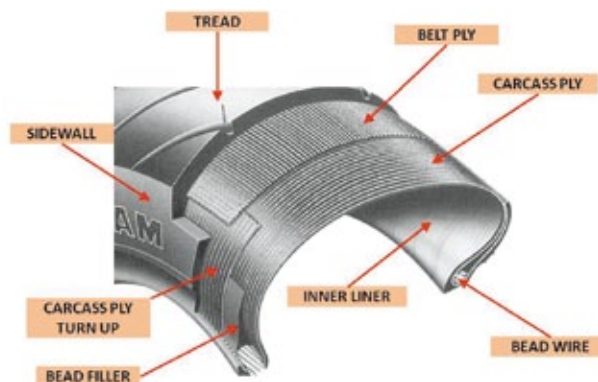
1987 : the first radial tire for street bikes was introduced: the MICHELIN A59X / M59X.

2013 : the new MICHELIN Pilot Street Radial provides users of mid-size bikes with access to this advanced technology.

New 2013 products with radial technology:

MICHELIN Power SuperSport, MICHELIN Pilot Power 3, MICHELIN Pilot Street Radial, MICHELIN Anakee III and Anakee Wild*

**The Anakee III line-up exists in both cross-ply and radial versions.*



A close-up look at six leading-edge Michelin technologies

SILICA RAIN TECHNOLOGY: 100% SILICA TREAD COMPOUNDS

In 1992, Michelin tested its first silica-based tires in GP500 racing. The compound delivered superior grip on cold, damp or wet surfaces while maintaining the tire's wear-resistance qualities.

1999 : the first 100% silica street tire was produced: the MICHELIN Pilot Sport.

New 2013 products with 100% silica tread compound technology:

MICHELIN Power SuperSport*, MICHELIN Pilot Power 3*, MICHELIN Pilot Street Radial and MICHELIN Anakee III

**The Pilot SuperSport and Pilot Power3 and ranges integrate a 100% silica compound on front tires and for the center tread band on rear tires.*

TREAD INTEGRATING X-SIPE AND PROGRESSIVE SIPE TECHNOLOGY

In 2011, Michelin simultaneously brought to market the MICHELIN Pilot Road3 and MICHELIN City Grip range. Integrating patented sipes that broke through surface water, these tires delivered superior grip on wet roads.

CASING LAYERS MADE WITH HMLS POLYESTER

Michelin has developed casing layers made with High Modulus Low Shrinkage polyester that combines two seemingly contradictory features:

- High rigidity and breaking strength for unparalleled performance.
- Flexible compression for enhanced absorption capacity, on bumps and when braking.

New 2013 products with HMLS polyester casing layer technology:

MICHELIN Power SuperSport, MICHELIN Pilot Power 3, MICHELIN Pilot Street Radial, MICHELIN Pilot Street and MICHELIN Anakee III*

**The Anakee III line-up uses polyester casings for certain size tires.*

ZERO-DEGREE ARAMID FIBER BELT

For its radial tires, Michelin has developed a highly rigid, zero-degree aramid fiber belt that reinforces the casing when it is subject to centrifugal force, thus maintaining its shape at all speeds. The aramid fibers used in Michelin tires are just as rigid as steel fibers yet weigh five times less.

2013 : all tires in the MICHELIN Pilot Power 3 and Power SuperSport line-ups have been certified for use at speeds of up to 320 km/h.

New 2013 products with zero-degree aramid fiber belt technology:

MICHELIN Power SuperSport, MICHELIN Pilot Power 3 and MICHELIN Anakee III*

**The Anakee III range uses a zero-degree aramid fiber belt only for certain tire sizes.*

MICHELIN Power SuperSport, Getting the most out of motorcycle riding, on road and track

The new MICHELIN Power Super Sport was developed for sports bikes and sporty roadsters.

for 50% road and 50% track use.

When used on the track, it can function at low pressure when the tires are cold.

ON THE TRACK

Without tire warmers

- Front 2.1 - Rear 1.7 bar

With tire warmers

- Front 2.1 bar - Rear 1.5 bar

ON THE ROAD

The cold inflation pressures to apply are those recommended by the motorcycle manufacturer for road use



A contact patch that is up to 52% larger when the pressure is lowered for use on the track.



Void ratio	7,5 %
Usage	50% road, 50% track
Front tread	
Rear tread	

The new MICHELIN Power SuperSport delivers excellent grip thanks to racing compounds integrated in the tread.

It integrates the new 2 CT+ technology that uses a soft compound on the shoulders and a harder rubber on the tread as well as another hard compound under the soft rubber on the shoulders. The result is greater rigidity when leaning and enhanced stability at angles, especially when accelerating sharply.

Maximal grip is also provided by a contact patch that is 52% larger when pressure is reduced for use on the track* (see schema above).

The MICHELIN Power SuperSport also offers excellent mileage**, thereby combining riding enjoyment and cost-savings.

*A contact patch that is up to 52% larger on the rear tire. For a motorcycle whose cold pressure is reduced from 2.9 bar to 1.5 bar on the rear tire (for track use only), Michelin recommends cold pressure of 2.1 bar on the front tire and 1.7 bar on the rear (or 1.5 bar if tire warmers are used) for the MICHELIN Power SuperSport, when riding on the track.

**Longevity test of the MICHELIN Power SuperSport conducted by DEKRA Test Center in 2012 comparing the tire against two competing premium brand tires in sizes 120/70 ZR 17 M/C (58W) and 190/55 ZR 17 M/C (75W). Individual results may vary depending on motorcycle type and running conditions.



2CT+

A hard compound under the soft rubber on the shoulder increases rigidity when leaning and enhances stability on angles, especially when accelerating sharply.



MAXIMUM GRIP + GREATER MILEAGE

MICHELIN Pilot Power 3, uncompromising enjoyment

The new MICHELIN Pilot Power 3 was developed for sports bikes and sporty roadsters.

It was designed for 85% road and 15% track use.



Void ratio	10 %
Usage	85% road, 15% track
Front tread	<p>2CT TWO COMPOUND TECHNOLOGY</p> <p>1 2 1 25% 50% 25%</p>
Rear tread	<p>2CT+</p> <p>2 3 2 25% 50% 25%</p>

The riding enjoyment provided by the tire comes from its grip, which takes handling ability to an unprecedented level.

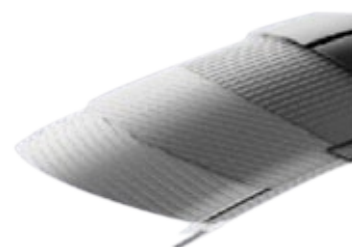
The tire's exceptional grip and handling are the result of a new profile and a rubber compound that integrates the innovative 2CT+ technology combining soft and hard rubber and that is perfectly adapted to the requirements of sport bikes and roadsters (see technical details on page 8).

The MICHELIN Pilot Power 3 delivers maximum grip on wet surfaces as well as the best braking performance in its category*.

It also provides users with 20% more mileage than the MICHELIN Pilot Power 2CT, already the category benchmark**.

*Wet pavement braking test of the MICHELIN Pilot Power 3 carried out in 2012 by the DEKRA Test Center against three premium brand competitors in sizes 120/70/ ZR 17 (front) and 190/55/ ZR 17 (rear). Individual results may vary depending on motorcycle type and running conditions.

**In-house test conducted in 2012 at Michelin's Ladoux Technology Center.



MICHELIN Pilot Power 3 tires have casing layers made with HMLS polyester.



GRIP AND HANDLING + SAFETY ON WET ROADS
+ GREATER MILEAGE

MICHELIN Anakee III

Rediscover the enjoyment of trail riding... for a long time



The new MICHELIN Anakee III tire has been certified by BMW to equip this new version of its on- and off-road bike.

In 2013, 80% of all BMW R 1200 GS bikes will be fitted with the tire as original equipment, making Michelin the manufacturer's main partner for the new model. The performance and multipurpose nature of the MICHELIN Anakee III is reflected in its ability to meet BMW's extremely demanding specifications. To achieve this result, BMW and Michelin worked together to co-develop the tire, which required both partners to renew their respective product lineups. The new BMW R 1200 GS was entirely revamped from the engine (with its liquid cooling system) to the tire sizes (120/70 R19 for the front wheel and 170/60 R17 for the rear).

The new MICHELIN Anakee III represents a technological breakthrough compared with the previous-generation tire. Thanks to the close cooperation between the motorcycle manufacturer and the tiremaker, the two products are perfectly aligned. And the fact that the MICHELIN Anakee III has been selected to equip most models of the motorcycle that is recognized as the standard-setter in its category serves to reaffirm Michelin's technological leadership and ability to meet the expectations of the most demanding users.

The new tire was designed for on-road use 90% of the time and off-road use the remaining 10%. As a result, it is slightly more of a road tire than its predecessor even though it has lost none of its recognized ability to negotiate trails. The void ratio of the tread has been reduced from 30% to 20%.

Safety, high mileage and riding enjoyment top the list of design specs. The new MICHELIN Anakee III innovates with its unique tread pattern, developed through Michelin's technological expertise. Featuring bevel-cut central sipes, the tread delivers improved lateral grip. Thanks to its integration of silica, the MICHELIN Anakee III rear tire lasts **20%* longer** than a competing premium brand tire.

In addition, the silica helps to improve wet grip. The new tread design makes for regular wear, while delivering a lively response and consistent behavior as the kilometers roll by, for greater safety and a more enjoyable ride.

In short, the new MICHELIN Anakee III means an agile, yet stable ride even with a passenger and luggage (thanks to its rigid casing), precision cornering even at high speed**, and excellent braking and cornering response. When cornering at a 30° angle, the contact patch is 10% wider than with the preceding Anakee 2 tire, thereby demonstrating Michelin's ability to simultaneously deliver superior performance in several areas by using advanced technologies.

In addition, the silica helps to improve wet grip. The new tread design makes for regular wear, while delivering a lively response and consistent behavior as the kilometers roll by, for greater safety and a more enjoyable ride.



* Longevity test of the MICHELIN Anakee III conducted by DEKRA Test Center in 2012 comparing the tire against a competing premium brand tire in sizes 110/80 R19 59V and 150/70 R17 69V. Individual results may vary depending on motorcycle type and running conditions.

** In accordance with local legislation.

MICHELIN Anakee Wild

With the MICHELIN Anakee Wild, the tiremaker will introduce an off-road version of the new tire that is highly stylized in terms of both design and performance.

Already certified by BMW, this radial tire targets riders who love to take their bikes out on the trail. It will be available in replacement markets in 2013.

The tire has been designed for 50% on-road and 50% off-road use.



SAFETY + GREATER MILEAGE + RIDING ENJOYMENT

MICHELIN Pilot Street Radial

Bringing the radial revolution to small and medium-size bikes



- ▶ **Radial architecture** that enables improved overall response and handling as well as unrivaled performance over the long term, compared with a same-size cross-ply tire.
- ▶ **A 100% silica rubber compound** that delivers the best wet grip* in its category, for a safe, sporty ride.
- ▶ **A tire derived directly from the radial Sport Touring ranges and a tread borrowed from the MICHELIN Pilot Road 2**, give the motorcycle an attractive, sporty appearance.



* Wet-track grip test of the MICHELIN Pilot Street Radial carried out in September 2012 by the DEKRA Test Center, comparing it with premium brand tires in sizes 110/70 R17 54H and 140/70 R17 66H. Individual results may vary depending on motorcycle type and running conditions.

Longevity tests conducted by MAUA Test Center in São Paulo city - Brazil between July and September 2012 comparing MICHELIN Pilot Street Radial (in sizes 110/70-17 54H - 140/70-17 66H) and Pirelli Sport Demon tyres (in sizes 110/70 R17 54H - 140/70 R17 66H). Individual results may vary depending on motorcycle type and operating conditions.



The MICHELIN Pilot Street

The MICHELIN Pilot Street is intended for small utility motorcycles. It is ideally suited to day-to-day use in urban and suburban areas. The tire demonstrates the Group's commitment to renewing its entire offering to enhance mobility for a wide array of users around the world.



SAFETY + GREATER MILEAGE + RIDING ENJOYMENT

Michelin Innovation

RESEARCH & DEVELOPMENT PROGRAMS FOCUSED SOLELY ON TWO-WHEEL MOTOR VEHICLES

12 000

The number of **hours of simulation calculations** carried out for motorcycle tires in one year.

18 to 24

The number of **months** needed to develop a motorcycle tire.

450

The approximate number of motorcycle tire **prototypes** designed each year by Michelin.

500

The average number of **tests** carried out each year by a single Michelin test rider.

1 000

The number of **people** who work in the Two-Wheel Product Line.

150

The number of **components** used in the manufacture of a motorcycle tire.

Michelin Innovation

THE MICHELIN GROUP'S RESEARCH AND DEVELOPMENT COMMITMENT, IN SIX FIGURES

622

The amount, in millions of euros, allocated by Michelin every year to its Research and Development Department.

1

There is only one **Michelin Technology Center**. It is global in scope, with three facilities on three continents: North America, Asia and Europe.

6 600

The **number of people** around the world that work in Michelin's research and development programs.

(Over) 350

The **number of different professions** involved in the R&D process. These include researchers, engineers, developers, testers and technicians.

1,5

The number of measurements, **in millions**, performed each year in Michelin laboratories on materials and semi-finished products (rubber compounds and metal/textile fabrics).

1,8

The number of kilometers, **in billions**, covered each year in endurance and longevity tests across all segments, including cars, trucks, motorcycles and earthmover equipment.

Michelin Innovation

MICHELIN'S LADOUX TECHNOLOGY CENTER: WHERE MOTORCYCLE TIRES ARE CREATED

3 300

The number of **people** who work on the site, near Clermont-Ferrand.
They account for more than half of all R&D team members.

450

The site's total area, in **hectares**, including 380 hectares of testing grounds.

79

The number of **buildings** on the site, which have a total surface area
of 169,400 square meters.

19

The number of test **tracks** on the site, for a total length of 41 kilometers.

1965

The **year** the Ladoux site was founded.

Operations carried out in the research and development laboratories include:

- In-depth technical studies to better understand customer needs and tire performance
- Design of tire component materials
- Tire design
- Manufacture of prototype rubber compounds
- Design and production of prototype curing molds
- Manufacture of prototype tires
- Trials, measurements and tests on both track and machines
- Vehicle logistics and maintenance
- Simulation, analysis and measurement operations

Tyres sizes

MICHELIN Power SuperSport ▼



Front 120/70 ZR 17 M/C (58W) TL

Rear 180/55 ZR 17 M/C (73W) TL
190/50 ZR 17 M/C (73W) TL
190/55 ZR 17 M/C (75W) TL
200/55 ZR 17 M/C (78W) TL

MICHELIN Anakee III ▼



Front 90/90 - 21 M/C 54S TL/TT
90/90 - 21 M/C 54H TL/TT
90/90 - 21 M/C 54V TL/TT
100/90 - 19 M/C 57H TL/TT
110/80 R 19 M/C 59H TL/TT
110/80 R 19 M/C 59V TL/TT
120/70 R 19 M/C 60V TL/TT*

* Approved by BMW
for the 1200 GS

Rear 120/90 - 17 M/C 64S TL/TT
130/80 R 17 M/C 65S TL/TT
130/80 R 17 M/C 65H TL/TT
140/80 R 17 M/C 69H TL/TT
150/70 R 17 M/C 69H TL/TT
150/70 R 17 M/C 69V TL/TT
170/60 R 17 M/C 72V TL/TT*

* Approved by BMW
for the 1200 GS

MICHELIN Pilot Street Radial ▼



Front 110/70 R 17 M/C 54H TL/TT

Rear 130/70 R 17 M/C 62H TL/TT
140/70 R 17 M/C 66H TL/TT

MICHELIN Pilot Power 3 ▼



Front 120/60 ZR 17 M/C (55W) TL
120/70 ZR 17 M/C (58W) TL

Rear 160/60 ZR 17 M/C (69W) TL
180/55 ZR 17 M/C (73W) TL
190/50 ZR 17 M/C (73W) TL
190/55 ZR 17 M/C (75W) TL

MICHELIN Anakee Wild ▼



Front 120/70 R 19 M/C 60V TL/TT

Rear 170/60 R 17 M/C 72V TL/TT

MICHELIN Pilot Street ▼



Front
100/80 - 17 M/C 52S TL/TT
110/70 - 17 M/C 54S TL/TT
2.75 - 18 42P TL/TT
90/80 - 17 M/C 46S TL/TT

Front / Rear
2.50 - 17 43P REINF TT
60/90 - 17 M/C 30S TT
60/100 - 17 M/C 33L TL/TT
70/90 - 14 M/C 40P REINF TL/TT
70/90 - 17 M/C 38S TT
70/90 - 17 M/C 43S REINF TL/TT
80/80 - 14 M/C 43P REINF TL
80/90 - 14 M/C 46P REINF TL/TT
80/90 - 16 M/C 48S REINF TL/TT
80/90 - 17 M/C 50S REINF TL/TT
90/80 - 14 M/C 49P REINF TL
90/90 - 14 M/C 52P REINF TL/TT
100/80 - 14 M/C 48P TL/TT
110/80 - 14 M/C 59P REINF

Rear
80/100 - 14 M/C 49L REINF TT
90/90 - 18 57P REINF TL/TT
100/90 - 18 M/C 56P TL/TT
130/70 - 17 M/C 62S TL/TT
140/70 - 17 M/C 66S TL/TT

Michelin Group: Milestones

For more than a century, MICHELIN has dedicated all its expertise and innovation to enhancing mobility for motorists around the world.

- | | |
|--|---|
| <p>1889: Creation of Michelin et Cie.</p> <p>1891: Michelin files its first patents for removable and repairable tires.</p> <p>1895: Michelin introduces Éclair, the first car fitted with pneumatic tires.</p> <p>1898: Birth of Bibendum, the Michelin Man.</p> <p>1900: First Michelin Guide published.</p> <p>1905: Introduction of the “semelle Michelin” tread with hobnails to improve tire grip and durability.</p> <p>1910: First 1/200,000-scale Michelin road map published.</p> <p>1913: Michelin invents the removable steel wheel.</p> <p>1923: First low pressure car tire (2.5 bar).</p> <p>1926: Michelin creates its first Green Guide for tourists.</p> <p>1930: Michelin files a patent for the integrated tube tire.</p> <p>1938: Michelin introduces Metalic, the first truck tire with a steel casing.</p> <p>1946: Michelin invents the radial tire.</p> <p>1959: Michelin introduces the first radial tire for earthmovers.</p> <p>1979: The Michelin radial tire wins the Formula 1 championship.</p> <p>1981: The MICHELIN X Air is the first radial aircraft tire.</p> <p>1987: Market launch of the first radial motorcycle tire: the MICHELIN A59X/M59X</p> <p>1992: Launch of the fuel-efficient MICHELIN ENERGY™ tire.</p> | <p>1993: Michelin invents the new C3M tire manufacturing process.</p> <p>1995: The space shuttle lands on Michelin tires.</p> <p>1996: Michelin invents the vertically anchored PAX System tire.</p> <p>1998: The first Michelin Challenge Bibendum, an international clean vehicle event.</p> <p>1998: The Michelin Man's 100th birthday.</p> <p>2000: The Michelin Man elected best logo of all time by an international jury.</p> <p>2001: Michelin brings to market the world's largest earthmover tire.</p> <p>2003: Launch of Michelin brand automotive accessories.</p> <p>2004: New corporate signature introduced: “Michelin, a better way forward”.</p> <p>2004: Launch of the MICHELIN XeoBib, the first agriculture tire that operates at constant low pressure.</p> <p>2005: Michelin provides tires for the new Airbus A-380.</p> <p>2006: Michelin revolutionizes truck tires with MICHELIN Durable Technologies.</p> <p>2007: Michelin launches the new MICHELIN ENERGY™ Saver car tire.</p> <p>2009: 100th edition of the MICHELIN guide France.</p> <p>2010: Market launch of the MICHELIN Pilot Sport 3 and MICHELIN Pilot Super Sport tires.</p> <p>2012: European launch of the new MICHELIN ENERGY™ Saver+ and MICHELIN Agilis+ tires.</p> <p>2013: Worldwide launch of six new MICHELIN motorcycle tires</p> |
|--|---|

Michelin Group: Key Figures

Founded in:	1889
Industrial facilities:	69 production sites in 18 countries
Number of employees:	113,400 worldwide
Research and Development:	6,600 people working in Research & Development on three continents: North America, Europe and Asia
Annual R&D budget:	€622 million
Annual output:	166 million tires produced, over 10 million maps and guides sold in more than 170 countries, and 970 million itineraries calculated by ViaMichelin
2012 net sales:	21,5 billion euros

