

MICHELIN PRIMACY⁵



PASSENGER CARS & CROSSOVER



SUITABLE FOR EV



DESIGNED TO MINIMIZE ENVIRONMENTAL IMPACT⁽⁵⁾

CONFIDENCE MADE TO LAST



PREMIUM COMFORT DRIVE

With a new tread pattern design to attenuate the noise, which is much more noticeable in an EV, this tyre will enhance your driving experience and comfort. MICHELIN Primacy 5 is ranked 1st in Silence and Comfort⁽¹⁾.



SAFETY MADE TO LAST

EXCELLENT LONGEVITY⁽³⁾

Enjoy the tyre longevity you need with the safety you demand. The MICHELIN Primacy 5 tyre delivers 24% more mileage compared to premium brands⁽³⁾.



BE SAFE ON WET ROADS FOR LONGER

This tyre offers 8% shorter braking distance when new and better performance when worn, compared premium brands⁽²⁾, promoting a safer everyday drive for you and your family.

ALSO SUITABLE FOR YOUR EV

MICHELIN Primacy 5 is also optimised to meet the specific requirements of EV: A high performance tread rubber compound reduces rolling resistance⁽⁴⁾ by 13% to improve energy consumption, helping to extend the EV's battery range.



MICHELIN

Legal mentions on the back.

SILENT RIB GEN 3

Multi zoning void tuning for smooth ride. The intermediate ribs are designed to reduce vibration giving great noise reduction for a quiet and comfortable drive.

MICHELIN EVERGRIP TECHNOLOGY

This tyre contains next-generation functional elastomers providing excellent wet braking performance from the first to the last kilometer, without compromising its longevity.

MICHELIN EVERTREAD TECHNOLOGY

Optimised void ratio of lateral grooves edges, in both new and worn conditions, enhancing water evacuation.

MAXTOUCH

Maximize contact with the road and evenly distribute the forces of acceleration, braking and cornering to deliver longer tread life, without compromising safety.



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More information at www.michelin.co.za

⁽¹⁾ **Silence and comfort:** External tests conducted by TUV Rheinland Thailand Ltd, on Michelin's request, using 225/50R17 on a Honda Accord e:HEV Y2022 in November 2024 at Automotive and Tyre Testing, Research and Innovation Center, Chachoengsao, Thailand. MICHELIN Primacy 5 (new tyre) compare between MICHELIN Primacy4st and other premium brands. (Silence and comfort - Thanks to the MICHELIN Silent Rib Gen-3 technology).

⁽²⁾ **Wet braking performance for** new and worn tyre: External tests conducted by TUV Rheinland Thailand Ltd, on Michelin's request, from 80-0 km/h, using 225/50R17 on a Honda Accord e:HEV Y2022 in November 2024 at Automotive and Tyre Testing, Research and Innovation Center, Chachoengsao, Thailand. MICHELIN Primacy 5 stopped 8% (new tyre) and 13% (worn tyre) shorter than other premium brands in average. Worn tyre means tyre buffed on machine to the depth of 2 mm remaining tread depth.

⁽³⁾ **Longevity** - External tests conducted by DEKRA TEST CENTER, on Michelin's request, using 205/55R16 on Golf VIII-5 doors in July 2024 at DEKRA Test Center, France. MICHELIN Primacy 5 lasted 24% longer than other premium brands in average.

⁽⁴⁾ **Fuel efficiency** - Rolling Resistance tests conducted on machine by Thailand Automotive institute, on Michelin's request, in November 2024 at Automotive and Tyre Testing, Research and Innovation Center, Chachoengsao, Thailand using 255/50 R17. MICHELIN Primacy 5 has 13% of rolling resistance better than other premium brands in average.

⁽⁵⁾ **Environmental footprint & Tyre road wear particles** - In comparison with MICHELIN Primacy 4+. Source: internal tests.