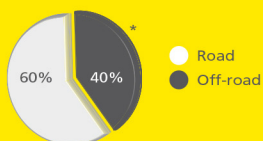


NEW ***MICHELIN LTX FORCE***



***MICHELIN'S ALL-TERRAIN TYRE
WITH ON-ROAD CAPABILITIES AND
OFF-ROAD TOUGHNESS!***

ONE TYRE HANDLES IT ALL



* The percentage ON/OFF road split is for reference purposes only. Please consult with a MICHELIN Authorized Dealer for professional advice on the right tyre and performance to match your vehicle.



MICHELIN

THE TECHNOLOGY BEHIND MICHELIN LTX FORCE

MICHELIN's all-terrain tyre with on-road capabilities and off-road toughness!

On-Road capabilities

CompacTread Technology:

- Reinforcement between blocks increases contact area with the ground, for better braking & safety
- Thanks to CompacTread technology, Michelin LTX force lasts 35% more than the competitors average!*
- Brakes 2 meters shorter than the competition.**

BevelTread Technology:

- A rounded sloping edge cuts the peaks of noise power, thus providing a noticeably quieter and more peaceful ride.

CushionGuard Technology:

- It absorbs road imperfections for a comfortable ride.



On-Road capabilities

Extended Sidewall Biting Edge:

- Additional 1.5mm of rubber thickness with angular pattern design provides additional bite forces in off-road use

Shoulder Design:

- Deeper and open shoulder design provides large biting edge surfaces, giving more traction in off-road use

Rubber compound derived from World Rally Championships:

- Optimized off-road traction, thanks to the experiences gained from FIA WRC competitions.

MICHELIN'S ALL-TERRAIN TYRE WITH ON-ROAD CAPABILITIES AND OFF-ROAD TOUGHNESS!

Highway Asphalt Road	City Commuting Asphalt road, cement road, stone road	Light Off-Road Unpaved Road: crushed stones, dirt, gravel	Moderate Off-Road Sand, wet mud	Severe Off-Road unsurfaced natural terrain

MICHELIN LTX Force On & Off Road **GOOD** **VERY GOOD** **BEST** **VERY GOOD** **FAIR**

* According to obtained data by Michelin incorporated tests conducted by third party, comparative calculations were done, determining which set has presented the lowest wear. Michelin LTX Force has presented durability 35% higher than the competitor's average, representing a rolling projection of more than 30.000km over the competitors.

** The performance results are based on internal tests evaluations conducted between MICHELIN LTX Force and competitors tyres. These tests were Michelin incorporated and conducted by third parties.

