

**SAFE WHEN NEW,
SAFE WHEN WORN⁽¹⁾.**



MICHELIN **PRIMACY 4**



SUPERIOR SAFETY

OUTSTANDING **WET BRAKING** PERFORMANCES
WHEN **NEW** AND STILL WHEN **WORN** ⁽²⁾

OUTSTANDING **DRY BRAKING** PERFORMANCES ⁽³⁾



#1 IN LONGEVITY

LASTS 18 000 KMS LONGER THAN
ITS COMPETITORS ON AVERAGE ⁽⁴⁾



COMPACT &
ELECTRIC CARS



SEDAN



SPORT
SEDAN



COMPACT &
MEDIUM SUV



(1) New and Worn (worn means 2 mm tread depth), on 205/55 R16 91V MICHELIN PRIMACY⁴, is above the R117 European regulation wet grip threshold.

(2) Wet braking test, between 80 and 20 kph, conducted by TÜV SÜD product service, on Michelin's request, between June and July 2017, on dimension 205/55 R16 91V on VW Golf 7 comparing MICHELIN PRIMACY⁴ versus BRIDGESTONE TURANZA T001 EVO; CONTINENTAL PREMIUM CONTACT 5; DUNLOP BLURESPONSE; GOODYEAR EFFICIENT GRIP PERFORMANCE; PIRELLI CINTURATO P7 BLUE competitors.

(3) Dry braking test, between 100 and 0 kph, conducted by TÜV SÜD product service, on Michelin's request, in July 2017, on dimension 205/55 R16 91V on VW Golf 7 comparing MICHELIN PRIMACY⁴ versus BRIDGESTONE TURANZA T001 EVO; CONTINENTAL PREMIUM CONTACT 5; DUNLOP BLURESPONSE; GOODYEAR EFFICIENT GRIP PERFORMANCE; PIRELLI CINTURATO P7 BLUE competitors.

(4) Test conducted by DEKRA TEST CENTER, on Michelin's request, between June and July 2017, on dimension 205/55 R16 91V on VW Golf 7 comparing MICHELIN PRIMACY⁴ versus BRIDGESTONE TURANZA T001 EVO; CONTINENTAL PREMIUM CONTACT 5; DUNLOP BLURESPONSE; GOODYEAR EFFICIENT GRIP PERFORMANCE; PIRELLI CINTURATO P7 BLUE competitors. Longevity test run in average real usage (D50) with 10,000 kms run and estimated longevity at 1.6mm.



MICHELIN *PRIMACY 4*



SUPERIOR SAFETY

BRAKING PERFORMANCE ON WET ROADS (1):

NEW TYRE



MICHELIN *PRIMACY 4*



Premium competitors (1)



+ 0.9 M

WORN TYRE



MICHELIN *PRIMACY 4*



Premium competitors (1)



+ 2.8 M

BRAKING PERFORMANCE ON DRY ROADS (2)



MICHELIN *PRIMACY 4*

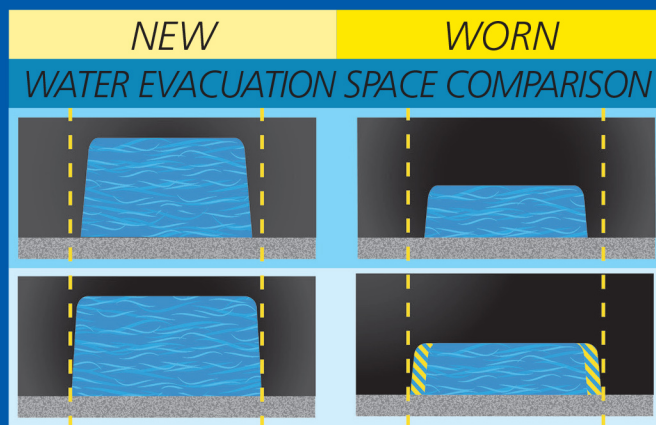


Premium competitors (2)



+ 0.8 M

OUTSTANDING GRIP ON WET ROADS, EVEN WHEN WORN



Its new sculpture provides **+22%** of space to evacuate more water (3)

OUTSTANDING BRAKING PERFORMANCE

- WHEN NEW AND EVEN WHEN WORN
- WITHOUT COMPROMISING TYRE LONGEVITY

Thanks to latest generation high performance rubber compound.

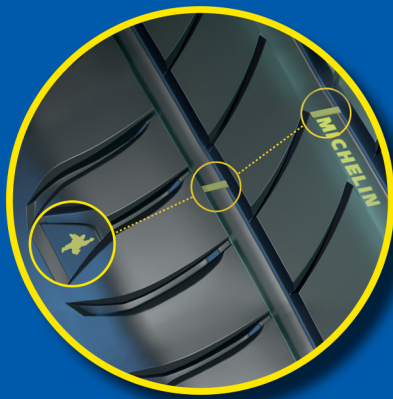
(1) Wet braking test, between 80 and 20 kph, conducted by TÜV SÜD product service, on Michelin's request, between June and July 2017, on dimension 205/55 R16 91V on VW Golf 7 comparing MICHELIN PRIMACY 4 versus BRIDGESTONE TURANZA T001 EVO; CONTINENTAL PREMIUM CONTACT 5; DUNLOP BLURESPONSE; GOODYEAR EFFICIENT GRIP PERFORMANCE; PIRELLI CINTURATO P7 BLUE competitors.

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(3) On the full sculpture, when worn, compared to the standard sculpture of MICHELIN Primacy3

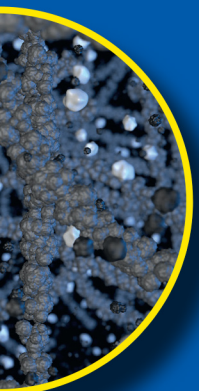


#1 IN LONGEVITY⁽¹⁾



BENEFIT FROM ITS SUPERIOR VALUE UNTIL IT IS WORN OUT

Innovative treadwear feature help you to identify when the tyres need changing



Width: 185 to 255
Height: 65 to 40
Diameter: 15 to 18
Speed Symbol: T,H,V,W,Y

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LAUNCH IN 2018

	SIZE	INDEX		CAI	LAUNCH DATE
SERIES 60					
16"	205/60 R16	96W	XL	238221	06/2018
	215/60 R16	99H	XL	233188	04/2018
	215/60 R16	99V	XL	446848	04/2018
	225/60 R16	102W	XL	982358*	2019
17"	215/60 R17	96V		578562	06/2018
	225/60 R17	99V		819493	06/2018
SERIES 55					
16"	195/55 R16	87H		885301	06/2018
	205/55 R16	91V		777386	04/2018
	205/55 R16	91W		468760	04/2018
	205/55 R16	94V	XL	997724	04/2018
	215/55 R16	93V		939928	04/2018
	215/55 R16	97W	XL	439623	04/2018
	225/55 R16	95W		056477	06/2018
	225/55 R16	99W	XL	608209	06/2018
17"	205/55 R17	95V	XL	007072	07/2018
	215/55 R17	94W		907920	05/2018
	225/55 R17	97W		607988	05/2018
	225/55 R17	97Y		894656	05/2018
	225/55 R17	101W	XL	004481	05/2018
	235/55 R17	99V		216561	05/2018
	235/55 R17	103W	XL	100706	05/2018
	235/55 R17	103Y	XL	489162	05/2018
SERIES 50					
16"	225/50 R16	92W		873342*	2019
17"	205/50 R17	93W	XL	711041	07/2018
	215/50 R17	95W	XL	959629	04/2018
	225/50 R17	94V		195344	04/2018
	225/50 R17	94W		344357	04/2018
	225/50 R17	94Y		989515	04/2018
	225/50 R17	98W	XL	475948	04/2018
	225/50 R17	98Y	XL	452329	04/2018
	18"	225/50 R18	99W	XL	996785
235/50 R18		101Y	XL	125768	05/2018
SERIES 45					
17"	215/45 R17	87W		754588	06/2018
	225/45 R17	91W		101186	04/2018
	225/45 R17	91Y		001633	04/2018
	235/45 R17	94W		122654	04/2018
	245/45 R17	99Y	XL	453031	04/2018
18"	225/45 R18	95Y	XL	141668	06/2018
	235/45 R18	98W	XL	409522	06/2018
	235/45 R18	98Y	XL	039346	06/2018
	245/45 R18	100W	XL	732422	04/2018
	255/45 R18	99Y		215021	04/2018
SERIES 40					
18"	225/40 R18	92Y	XL	253000	04/2018

* CAI to be launched in 2019

FOR MORE INFORMATION:



On MICHELIN website
www.michelin.com



On Facebook
<https://www.facebook.com/Michelin>

