

MICHELIN
PRIMACY^{SUV+}



SAFETY MADE TO LAST FOR JOURNEYS MADE TO BE EXPLORED

EXPLORE MORE WITH MICHELIN PRIMACY^{SUV+}, DESIGNED FOR YOUR SUV



Excellent wet braking performance in rainy conditions⁽¹⁾

You can keep your driving style, even when the tire is worn ⁽²⁾.



Safe driving, whatever the weather⁽³⁾

In sunny days, You are also protected. The Primacy SUV+ owns outstanding dry braking performance.



Great longevity for journeys near and far⁽⁴⁾

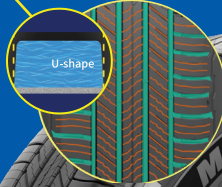
Your journey may be long or short, tires with great longevity will be with you along all the way.



DESIGN & TECHNOLOGIES

Full depth & High Sipe density with U-Shape groove design

Excellent safety, specially under wet road conditions. The tires break the water film, even when worn.



Chamfered tread block

Prevents the block from distorting in the contact patch and losing part of contact area. This ensures maximum rubber contact with the road when you need it most.



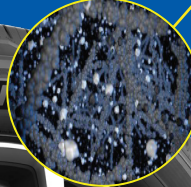
Stabili-Grip Sipe

Auto-blocking sipe with round shape to provide better wet and dry braking performance, due to optimized better rigidity and better water flow.



Higher loading Silica & Functionalized polymer

Bring excellent Dry & Wet braking performance without compromising Mileage nor Rolling Resistance.



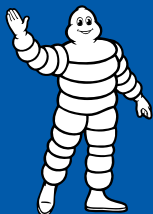
MaxTouch Construction™

Maximize the tire's contact with the road and evenly distribute the forces of acceleration, braking and cornering. Delivering longer tread life without any compromise.



Embrace style and substance

The Premium Touch Sidewall Design creates a sleek, matte-black aesthetic with a velvet-like micro texture⁽⁵⁾.



Width	Aspect Ratio	Inch	Load Index	Speed Symbol
205-285	55 - 70	15" - 20"	96 - 116	H, V

(1) According to the test result by qualified 3rd party-CATARC, Measuring braking distance from 80 to 20 km/h, on wet road, When Michelin Primacy SUV+ stops, the average of competitors is still at a speed 26km/h.

Finally, MICHELIN Primacy SUV + versus Premium Competitors ,the wet braking distance shorter3.78m (or13.3%).(1)

(2) According to the test result by qualified 3rd party-CATARC, When tires are worn to 2mm left in tread depth, Measuring braking distance from 80 to 20 km/h, on wet road, When Michelin Primacy SUV+ stops, the average of competitors is still at a speed 38km/h. Finally, MICHELIN Primacy SUV + versus Premium Competitors ,the wet braking distance shorter5.26m (or12%).(2)

(3) According to the test result by qualified 3rd party-CATARC, Measuring braking distance from 100 to 0 km/h, on dry road, When Michelin Primacy SUV+ stops, the average of competitors is still at a speed 20 km/h.

Finally, MICHELIN Primacy SUV + versus Premium Competitors ,the wet braking distance shorter 3.67m (or 9%).(3)

(4) MICHELIN Primacy SUV+ versus Premium Competitors, the wear estimate life 10% increase (4)

(5) Premium Touch only existed for 18 inch and plus