

NEW MICHELIN ENERGY™ SAVER

The money saving tyre that cares for the environment and offers a high level of comfort and safety

You want to use less fuel? You want a safe tyre that lasts longer? Then MICHELIN Energy Saver is the tyre for you!

1 Less fuel consumption

With this 4th generation MICHELIN low consumption tyre, you save fuel and reduce CO₂ emissions⁽¹⁾.

2 Outstandingly high mileage⁽²⁾

With MICHELIN Energy Saver, you will benefit from MICHELIN's legendary longevity. And long-lasting tyres result in fewer worn tyres to recycle.

3 Yet more safety

Your safety is always a priority for Michelin. On wet roads, braking distances are up to 3 metres shorter than with its predecessor⁽³⁾.

4 Yet more comfort

MICHELIN Energy Saver, the tyre which provides you a very low tyre noise during its life time, thanks to its significant wear.



%20 of a car's fuel consumption is due to the tyre.

To reduce fuel consumption, the forces opposing the vehicle's movement need to be decreased. Therefore a decrease in tyre rolling resistance leads to a reduction in fuel consumption.

The tyre plays an important role with regard to the environment.

By enabling a reduction in fuel consumption, the tyre also reduces vehicle CO₂ emissions (CO₂ is one of the main greenhouse gases).

(1) Compared to the market average (ETRTO – European Tyre Rim Technical Organisation). Based on results from rolling resistance tests carried out in 2007 by TÜV SÜD Automotive on tyre sizes 65/175R14T, 65/195R15H and 55/205R16V (2007 fuel prices).

(2) 2006 (2 Michelin Brand Image and Awareness study carried out by market research company TNS (Taylor Nelson Sofres) based on 6,100 people in 6 main European countries.

(3) Tests carried out in 2007 by TÜV SÜD Automotive on tyre sizes 65/175R14T, 65/195R15H and 55/205R16V.



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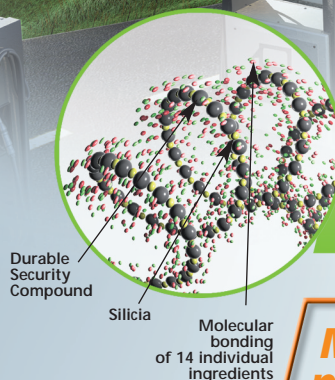
Alchemy is at the heart of its performance



**Less fuel used and more safety
in the wet**

thanks to a new generation %100 silica-based rubber compound.

In 1992, Michelin launched its first generation of low fuel consumption "green tyres" made possible by the partial substitution of carbon black by silica. MICHELIN Energy Saver uses the latest generation of silica which completely replaces the carbon black.



**More safety in the wet,
maintained mile after mile**

thanks to the Durable Security Compound (DSC).

The *Durable Security Compound* is a new ingredient in the tread rubber. It is aromatic oil free (complying with the European Directive to be applicable in January 2010), and improves wet braking, not only when the tyre is new, but also when it is worn. By maintaining the rigidity of the tread rubber during the whole life of the tyre, the *Durable Security Compound* ensures efficient braking (MICHELIN patent).

Outstandingly high mileage

thanks to a transformation process exclusive to Michelin

This exclusive MICHELIN process allows for simultaneous combination of all the tread ingredients, with perfect control of the mixture consistency and molecular interaction.

Tread rubber performance is very dependent on the quality of the molecular bonding of its 14 individual ingredients (elastomers, sulphur, anti-oxidants, silica...). The new transformation process enhances the performance of the %100 silica-based compound and the DSC compared to using a non-MICHELIN process.

Transformation process
exclusive
to MICHELIN



Main dimensions available		70/195 R91 14T	65/185 R88 15H	65/205 R94 15H	50/205 R87 16H
55/185 R80 14H	65/185 R86 14T	50/195 R82 15T	65/185 R88 15T	65/205 R94 15T	55/205 R91 16H
60/175 R79 14T	65/195 R89 14T	55/195 R85 15H	65/185 R88 15V	65/205 R94 15V	55/205 R91 16V
60/185 R82 14H	65/195 R89 14H	55/195 R85 15V	65/195 R91 15H	65/215 R96 15H	55/205 R94 16V
60/185 R82 14T	70/165 R81 14T	60/185 R84 15H	65/195 R91 15T	65/215 R96 15T	60/205 R92 16H
65/165 R79 14H	70/175 R84 14T	60/185 R88 15H	65/195 R91 15V	55/195 R87 16H	60/205 R92 16V
65/175 R82 14H	70/185 R88 14H	60/195 R88 15V	65/195 R95 15T	55/195 R87 16T	60/215 R99 16H
65/185 R86 14H	70/185 R88 14T	60/205 R91 15V	60/205 R91 15H	55/195 R87 16V	60/215 R99 16V

Section width: 165 to 215 - **Aspect ratio:** 70 to 50 - **Wheel diameter:** 14" to 16" - **Speed index:** T, H, and V

Michelin 855 200 507 RCS Clermont-Ferrand. Photo credits: Getty Images, Michelin - courtesam.

