



Designed for high performance vehicles

MICHELIN *PRIMACY HP*

The High Performance range, the manufacturers favourite, best road handling on wet roads and lasts 25% longer!⁽¹⁾

Michelin's conception methods, initially coming from the competition where the requirement level and the speed of execution are optimum, are improved every day.

A tyre resulting from research by Michelin with one major objective: **to become the best tyre combining both comfort and performance.**



Primacy HP ■

Classical tyre HP ■

The rigid-deformable

For the first time, a **rigid-deformable combination has been put in place**: a deformable structure, guaranteeing the new Primacy HP maximum surface contact, and a rigid tread design guaranteeing the surfaces in contact with the road work at an optimum.

The best cars choose Michelin

* On average versus its main competitors.

(1) Based on findings of tests conducted in 2005 and 2006 by independent testing centers (TÜV Automotive and TÜV UVMV) using 225/55R 16 W and 205/55 R16 W tyres purchased on the European open market.



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Exceptional characteristics

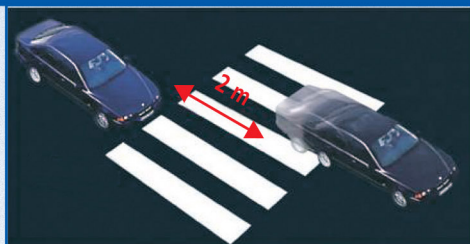
More miles covered

Thanks to this even grip and the new material mix, the surfaces on the road wear evenly, the material is used more efficiently and the lifespan of the tyre is increased. Result: 25 % longer lifespan than its competitors on average.

Result: 25% longer life⁽¹⁾.



Safety on dry and wet roads

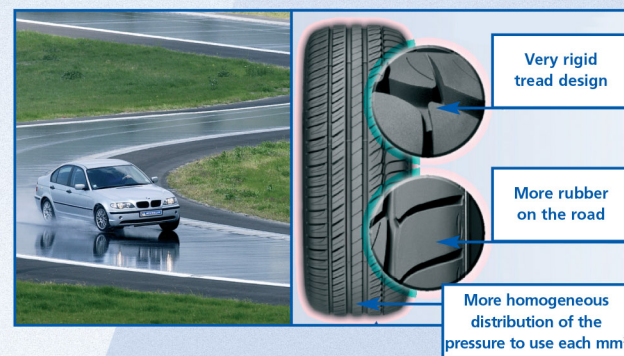


Optimised braking performance on wet surfaces: braking distance up to 2 meters shorter than the preceding range⁽¹⁾

The flexible structure allows a large ellipse contact with the grand favorising on road grip. Users will enjoy the driving experience and the grip in the wet and the dry, improve security and braking distance.

- 225/50 R 16 92V
- 205/55 R 16 91V
- 215/55 R 16 93V
- 225/55 R 16 95V
- 225/60 R 16 98V
- 225/50 R 16 92W
- 205/55 R 16 91W
- 215/55 R 16 93W

- 225/55 R 16 95W
- 225/60 R 16 98W
- 235/45 R 17 94W
- 245/45 R 17 99W
- 215/50 R 17 91W
- 225/50 R 17 98W
- 225/55 R 17 101W
- 245/45 R 18 100W



- 225/50 R 17 98Y
- 205/55 R 16 91H ZP
- 205/55 R 16 91V ZP
- 225/45 R 17 91W ZP

Technical certifications:

The new Primacy HP has already been approved for Peugeot, Volvo and Audi even before the launch of the product.

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