

# MICHELIN® X-ICE® SNOW



COMPACT AND ELECTRIC CARS



SEDANS



COMPACT CUVS AND SUVs



## BECAUSE EVERY STOP COUNTS, WINTER AFTER WINTER

A WINTER TIRE DESIGNED FOR MAXIMUM MOBILITY AND SAFETY  
– NOT JUST WHEN IT'S NEW, BUT FOR SEASONS TO COME.

**ALL-NEW**



### WINTER GRIP MADE TO LAST

Long-lasting SNOW performance

- Excellent snow braking
- Improved snow performance<sup>1</sup>

Long-lasting ICE performance

- Leadership in ice braking<sup>2</sup>
- Brakes up to 2.7 m shorter than a leading competitor<sup>3</sup>

Improved hydroplaning and slush performance<sup>4</sup>



### EXCELLENCE IN LONGEVITY

Lasts up to 1 additional winter than the average of leading competitors<sup>5</sup>



**MICHELIN**



# WINTER GRIP MADE TO LAST

BECAUSE EVERY STOP COUNTS, WINTER AFTER WINTER

## LONG-LASTING TREAD PATTERN

Tread blocks, grooves and sipes maintain their shape as the tire wears



NEW

5/32" (4 MM)<sup>6</sup>

4/32" (3 MM)<sup>6</sup>

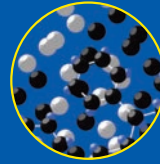
## NEXT GENERATION V-SHAPED TREAD DESIGN

100% use of the contact patch for optimal grip performance on wet, snow and ice and for exceptional slush performance



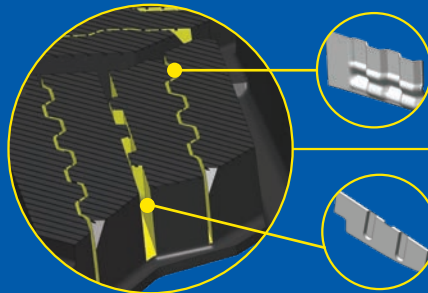
## FLEX-ICE 2.0™ TREAD COMPOUND

- Full silica-based compound to maintain flexibility in severe cold climate conditions



## TWO TYPES OF FULL-DEPTH 3D SIPES

For an increased claw effect on snow and ice, and for long-lasting biting edges

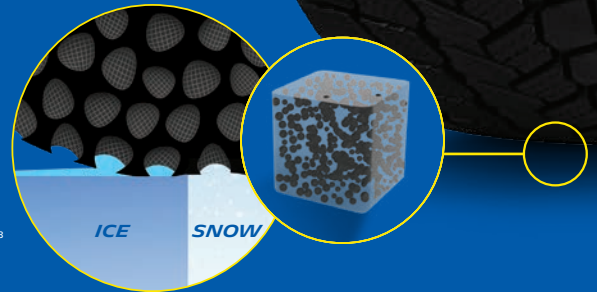


NOTCHED SIPES

VARIABLE THICKNESS SIPES

## MICHELIN EVERGRIP™ TECHNOLOGIES

An innovative rigid polymer-based inclusion tread compound for improved grip on both snow and ice for the duration of the wear life<sup>1, 2, 3</sup>



<sup>1</sup> New, at 10,000 km, and when worn to 4 mm and 2 mm tread depth, the MICHELIN® X-Ice® SNOW tire offers shorter snow and ice stopping distances on average than its predecessor, based on third-party snow braking test (between 35 km/h and 5 km/h) and ice braking test (between 30 km/h and 5 km/h), in December 2019 and January 2020: (1) on a Volkswagen® Golf 1.5 TSI comparing the MICHELIN® X-Ice® SNOW tire versus MICHELIN® X-Ice® Xi3 in tire size 205/55R16 94H XL, and (2) on a Volkswagen® Tiguan comparing the MICHELIN® X-Ice® SNOW SUV tire versus MICHELIN® Latitude® X-ICE® Xi2 in tire size 235/55R19 105H XL. <sup>2</sup> Based on third-party ice braking test on a Volkswagen® Tiguan (between 30 km/h and 5 km/h), in December 2019 and January 2020, comparing: (1) the MICHELIN® X-Ice® SNOW SUV tire versus BRIDGESTONE® Blizzak DM-V2, CONTINENTAL® Viking Contact 7, NOKIAN® Hakkappeliitta R3 SUV, GOODYEAR® UltraGrip Ice WRT SUV and TOYO® Observe GSI5 in tire size 235/55R19 105H XL and (2) on a Volkswagen® Golf 1.5 TSI comparing the MICHELIN® X-Ice® SNOW tire versus BRIDGESTONE® Blizzak WS-90 and Blizzak Ice, CONTINENTAL® Viking Contact 7, NOKIAN® Hakkappeliitta R3, GOODYEAR® UltraGrip Ice 2 and PIRELLI® Ice-Zero FR in tire size 205/55R16 94H XL. All tires mechanically buffed, then 8,000 km performed in real usage in North Finland until worn to 4 mm tread depth before being tested. <sup>3</sup> Based on third-party ice braking test (between 30 km/h and 5 km/h) in December 2019 and January 2020, in a Volkswagen® Tiguan comparing the MICHELIN® X-Ice® SNOW SUV tire versus NOKIAN® Hakkappeliitta R3 SUV in tire size 235/55R19 105H XL. Tires mechanically buffed, then 8,000 km performed in real usage in North Finland, until worn to 4 mm tread depth before being tested. <sup>4</sup> Based on: (1) internal hydroplaning longitudinal acceleration test performed in France in March 2019, on a Volkswagen® Golf 7 comparing the MICHELIN® X-Ice® SNOW tire versus MICHELIN® X-ICE® Xi3 in tire size 205/55R16 94H XL and on: (2) internal hydroplaning curve test performed in Japan in February 2019, on an AUDI® A4, comparing the MICHELIN® X-Ice® SNOW tire versus MICHELIN® X-ICE® Xi3 in tire size 205/55R16 94H XL. <sup>5</sup> Based on third-party longevity tests, in North Finland between October 2019 and January 2020, on a Volkswagen® Golf 1.5 TSI comparing the MICHELIN® X-Ice® SNOW tire versus BRIDGESTONE® Blizzak WS-90, CONTINENTAL® Viking Contact 7, NOKIAN® Hakkappeliitta R3, GOODYEAR® UltraGrip Ice 2, Pirelli® Ice Zero FR in tire size 205/55R16 94H XL. 12,000 kilometres driven per winter is estimated from annual average kilometres driven in Canada per vehicle by Desrosiers Automotive Consultants. A winter season is defined as six months. <sup>6</sup> Based on ASTM F1046 standard guide for preparing artificially worn passenger and light truck tires for testing. The MICHELIN® X-Ice® SNOW and MICHELIN® X-Ice® SNOW SUV tires were buffed internally by Michelin, then 8,000 km performed in real usage in North Finland, by a third party, until worn to 4 mm tread depth and 3 mm tread depth. © 2020 Michelin North America (Canada) Inc. All rights reserved. The Michelin Man is a registered trademark owned by Michelin North America, Inc. (C17688-C - 02/20)