



MICHELIN INTRODUCES NEW X-ICE SNOW WINTER TIRE

New-generation X-Ice tire provides improved snow and ice performance, winter after winter

NOTRE-DAME-DE-LA-MERCI, Canada, March 2, 2020 – Michelin introduced the MICHELIN® X-Ice® SNOW tire — the new generation of its superior winter tire designed for maximum mobility and safety, winter after winter — in a special demonstration last week.

The new X-Ice SNOW winter tire for passenger cars and SUVs has been developed, tested and proven in Michelin’s Nordic test centers under the most rigorous constant extreme-winter driving conditions. Notably, 85% of Michelin’s North American volume for the X-Ice SNOW tire will be produced in Nova Scotia, Canada.

Testing reveals that the new MICHELIN X-Ice SNOW tire features improved snow performance and braking as compared to its predecessor¹, stops nearly 3 meters (10 feet) shorter on ice than a leading competitor², and lasts up to one additional winter season than the average of leading competitor tires.³

“The new MICHELIN X-Ice SNOW tire is designed to give drivers peace of mind when driving in extreme winter conditions,” says Sylvaine Cuniberti, Michelin’s marketing director, “We have an exceptional winter tire with a new tread design and innovative technologies, resulting in improved snow performance¹ and leadership in ice braking⁴. The MICHELIN X-Ice SNOW provides drivers and passengers with long-lasting winter performance and continues to perform as an industry leader as it wears^{3,4}, while being covered by a segment-exclusive limited treadwear warranty.”

The new MICHELIN X-Ice SNOW tire provides the necessary traction to overcome extreme winter conditions by relying on innovations that support the key characteristics of a winter tire:

- **Next-generation V-shaped tread design:** providing 100% use of the contact patch for optimal grip performance on snow and ice and for exceptional slush performance⁵. Maintains its shape even when worn to continue providing grip in winter conditions.
- **FLEX-ICE 2.0™ tread compound:** a unique rubber mix for use in a wide range of winter temperatures with a full silica-based compound to maintain flexibility in severe cold climate conditions.
- **MICHELIN EverGrip™ technologies:** an innovative tread compound with rigid polymer for improved grip on both snow and ice for the duration of the wear life.¹
- **Two types of full-depth, interlocking 3-D sipes:** for an increased claw effect on snow and ice, and for long-lasting biting edges.

The MICHELIN X-Ice SNOW tire replaces Michelin’s X-Ice® Xi3™ and Latitude X-Ice® Xi2™ tire lines and will be available Fall 2020 in 82 sizes with speed ratings T and H for passenger vehicles, CUVs and SUVs using 14 to 22-inch rim diameters. An additional 41 sizes will be introduced starting Fall 2021.

PRESS INFORMATION



1 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.

2 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.

3 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.

4 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.

5 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.

About Michelin North America

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks and motorcycles. The Company has earned a long-standing reputation for building innovative premium tires. In addition to tires, the Company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America (www.michelinman.com) employs more than 20,000 people and operates 19 major manufacturing plants, which includes 3,500 people in its three plants in Nova Scotia and its office based in Laval, Quebec.

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