



# ***MICHELIN CrossCLIMATE 2,***

MICHELIN'S NEW-GENERATION  
ALL-SEASON TYRE

**PRESS KIT** SEPTEMBER 2021



# CONTENT



## .1

PAGE 1

**INTRODUCTION,  
BY SCOTT CLARK,**  
*EXECUTIVE VICE-PRESIDENT,  
AUTOMOTIVE, MOTORSPORT,  
AND MEMBER OF THE GROUP  
EXECUTIVE COMMITTEE*

## .2

PAGE 2

**THE BENEFITS OF A SUMMER  
TYRE AND THE ADVANTAGES  
OF A WINTER TYRE... MICHELIN  
CROSSCLIMATE 2:**  
A MASTER OF THE ALL-SEASON  
TYRE CATEGORY <sup>(1) (2) (3) (4) (5) (6)</sup>

## .3

PAGE 3

**PERFORMANCE MADE  
TO LAST... <sup>(2) (3) & (4)</sup>**  
A STAND-OUT SELLING POINT  
FOR MICHELIN CROSSCLIMATE 2

## .4

PAGE 4

**PACKED WITH TECHNOLOGIES DEVELOPED  
TO DELIVER HIGH PERFORMANCE  
THROUGHOUT THE TYRE'S WORKING LIFE,  
FROM THE FIRST KILOMETRE TO THE LAST**

PAGE 5

**TREADWEAR TECHNOLOGIES  
FOR ALL-SEASONS PERFORMANCES**

1) Dry braking tests, conducted by TÜV SÜD Product Service on Michelin's request, between 100 and 0 kph, February 2021, on dimension 205/55 R16 94V XL on VW Golf 7 comparing MICHELIN CrossClimate 2 (100%) versus MICHELIN CrossClimate + (96,2%); BRIDGESTONE Weather Control A005 EVO (98,1%); CONTINENTAL AllSeasonContact (92,4%); GOODYEAR Vector 4Seasons Gen-3 (89,9%); PIRELLI Cinturato All Season Plus (89,4%).

2) Wet braking tests, conducted by TÜV SÜD Product Service on Michelin's request, between 80 and 20 kph, October-April 2021 (worn means when worn on machine (buffed) to the depth of Tread Wear Indicator according to European regulation: ECE R30/R03f), on dimension 205/55 R16 94V XL on VW Golf 7 comparing MICHELIN CrossClimate 2 (new: 100% - worn: 100%) versus MICHELIN CrossClimate + (new: 98,2% - worn: 101,1%); BRIDGESTONE Weather Control A005 EVO (new: 103,2% - worn: 99,5%); CONTINENTAL AllSeasonContact (new: 94,9% - worn: 96,1%); GOODYEAR Vector 4Seasons Gen-3 (new: 96,7% - worn: 89,0%); PIRELLI Cinturato All Season Plus (new: 97,4% - worn: 94,5%).

3) Snow braking tests, conducted by TÜV SÜD Product Service on Michelin's request, between 30 and 10 kph, February 2021 (on new and 2mm buffed), on dimension 205/55 R16 94V XL on VW Golf 7 comparing MICHELIN CrossClimate 2 (new: 100% - worn: 100%) versus MICHELIN CrossClimate + (new: 95% - worn: 88,1%); BRIDGESTONE Weather Control A005 EVO (new: 92,4% - worn: 70,9%); CONTINENTAL AllSeasonContact (new: 99,5% - worn: 96,4%); GOODYEAR Vector 4Seasons Gen-3 (new: 97,6% - worn: 94,1%); PIRELLI Cinturato All Season Plus (new: 81,9% - worn: 77,0%).

4) Snow traction tests, conducted by TÜV SÜD Product Service on Michelin's request, February 2021 (on new and on 2mm buffed), on dimension 205/55 R16 94V XL comparing MICHELIN CrossClimate 2 (new: 100% - worn: 100%) versus MICHELIN CrossClimate + (new: 95,1% - worn: 87,5%); BRIDGESTONE Weather Control A005 EVO (new: 84,6% - worn: 65,2%); CONTINENTAL AllSeasonContact (new: 95,6% - worn: 91,9%); GOODYEAR Vector 4Seasons Gen-3 (new: 94,6% - worn: 90,6%); PIRELLI Cinturato All Season Plus (new: 72,0% - worn: 54,2%).

5) Longevity test conducted by DEKRA TEST CENTER, on Michelin's request, December 2020, on dimension 205/55 R16 94V XL on VW Golf 7 comparing MICHELIN CrossClimate 2 (100%); CONTINENTAL AllSeasonContact (100,8%) and GOODYEAR Vector 4Seasons Gen-3 (108,4%); BRIDGESTONE Weather Control A005 EVO (69,7%); PIRELLI Cinturato All Season Plus (96,9%). Longevity test run in average real usage (D50) with 14.460 km run and extrapolated longevity at 1.6mm.

6) Rolling Resistance tests conducted on machine by Applus Idiada, on Michelin's request, August 2020, on dimension 205/55 R16 94V XL, comparing MICHELIN CrossClimate 2 (7,30 kg/t) versus MICHELIN CrossClimate + (8,20 kg/t) Eco-responsible driving depends notably on driving habits, vehicle or tire pressure. MICHELIN CrossClimate 2 is rated "B" on the majority of dimensions on the Rolling Resistance A-B-C-D-E Item of the European labelling scale. This is comparable to the summer premium tyre standard as the majority of them are rated B and above, according to Product Tracking - Average Premium Summer tire market in Europe - 2021.

7) Balance of performance proven by test conducted in 2020 and 2021 on Dry braking, Wet braking new and worn, Snow braking new and worn, Snow traction new and worn, Rolling resistance, Longevity - see test details in legal mentions 1, 2, 3, 4, 5, 6 - MICHELIN CrossClimate 2 grabs 6 leading positions out of 9 tests. (5 to 10 disclaimers to be available in one single click if 'Master of its category' is used stand alone). Results may vary according to road and weather conditions.

8) Source = Panel Sell Out GFK Passenger Car All Season (all Tier) - Period : 01/2020 to 12/2020. Scope : France, Germany, UK, Italy, Spain.

9) Michelin in-house data.

10) Source: ETRMA, European Tyre & Rubber Manufacturers Association.

11) Michelin in-house data.



”Growth and innovation are fundamental elements of the Group’s DNA and All-Sustainable approach.

To address shifts in customer demand, Michelin is continuously investing and innovating with a view to developing premium tyres with very high added-value. In 2015, Michelin launched the original MICHELIN CrossClimate, a

revolutionary tyre that delivered all the benefits of a winter tyre. Certified for winter use, it had a radical effect on the European All-Season tyre market which has since enjoyed annual growth in excess of 19 %<sup>9</sup>, in addition to being the only segment to keep growing during the pandemic<sup>10</sup>. Over the next five years, it is expected to expand at a rate of more than 16 % per year<sup>11</sup>.

The launch this year of MICHELIN CrossClimate 2 sees Michelin introduce a new generation of even stronger-performing All-Season tyres that will enable motorists to continue using their vehicle in all types of weather, in complete safety. The acceleration of climate change has effectively led to increasingly surprising and sudden temperature fluctuations. We are even seeing snowfall, torrential rain and heatwaves in the most improbable places, and this trend is having a disconcerting influence on our everyday lives and movements. Thanks to the new technologies it packs, MICHELIN CrossClimate 2 has every intention of defending its predecessor’s position as the All-Season market’s leader and benchmark, without no detriment to performance. To this end, it will continue to address and reassure motorists who want to use their vehicle whatever the weather. Safer, longer-lasting and more economical, MICHELIN CrossClimate 2 stands out as a perfect illustration of the Group’s All-Sustainable approach

**Scott Clark**


(Executive Vice-President, Automotive, Motorsport, and member of the Group Executive Committee)



## THE BENEFITS OF A SUMMER TYRE AND THE PERFORMANCE OF A WINTER TYRE... MICHELIN CROSSCLIMATE 2: A MASTER OF THE ALL-SEASON TYRE CATEGORY <sup>1 2 3 4 5 6</sup>

IN 2015, MICHELIN LAUNCHED MICHELIN CROSSCLIMATE, A TYRE CERTIFIED FOR WINTER USE, THAT METAMORPHOSED THE MARKET BY COMBINING THE BENEFITS EXPECTED OF A WINTER TYRE WITH THOSE OF A SUMMER TYRE.

Today, Michelin has taken the concept a step further with **MICHELIN CrossClimate 2**, a new-generation All-Season tyre that delivers:

- The benefits of a summer tyre in terms of braking performance on dry and wet roads, energy efficiency and longevity, <sup>1 2 5 6</sup>
- The traction and braking benefits on snow and in low temperatures of a winter tyre. The 3PMSF  (3 Peak Mountain with Snow Flake) logo on MICHELIN CrossClimate 2's sidewalls confirms that it can be used in winter, even in countries where winter tyres are mandatory <sup>3 & 4</sup>

**MICHELIN CrossClimate 2** does not mean having to sacrifice performance since it covers the majority of weather conditions motorists are likely to encounter in the course of the year.



### WHAT ARE ALL-SEASON TYRES?

All-Season tyres are hybrid tyres that can be used all-year round. They combine technologies employed for summer and winter tyres to enable them to be used safely in dry, wet or snowy conditions, at any time of the year. They address the need for safety expressed by European motorists who chiefly use summer tyres and simplify the lives of those who live in regions where winters are mild and who are accustomed to switching their tires as a function of the seasons by eliminating the need to swap them.

### MICHELIN CROSSCLIMATE 2 COMES OUT ON TOP IN A SERIES OF EUROPEAN TESTS INVOLVING PREMIUM ALL-SEASON TYRES.

#### NUMBER 1

##### FOR BRAKING

- On dry roads <sup>1</sup>,
- On wet roads  
(worn tyres, at the legal tread depth) <sup>2</sup>,
- On snow, from the first kilometre to the last (new and worn) <sup>3</sup>.



#### NUMBER 1

FOR TRACTION ON SNOW,  
FROM THE FIRST KILOMETRE  
TO THE LAST (new and worn) <sup>3 4</sup>,

#### NUMBER 2

FOR BRAKING  
ON WET ROADS (new) <sup>2</sup>,

EXCELLENT MILEAGE AND ROLLING RESISTANCE <sup>5 6</sup>



## **PERFORMANCE MADE TO LAST...<sup>2 3 & 4</sup>** **THE STAND-OUT SELLING POINT OF MICHELIN CROSSCLIMATE 2**

IN ADDITION TO ENABLING MOTORISTS TO DRIVE SAFELY IN ALL TYPES OF WEATHER, MICHELIN CROSSCLIMATE 2 STANDS OUT THROUGH ITS:

- **Excellent mileage**, thanks to its compounds and MICHELIN EverTread Technologies which reduce rolling resistance and prolong tyre life <sup>5&6</sup>.
- **Lasting performance, from the first kilometre to the last**, i.e. all the way down to the legal minimum tread depth. MICHELIN CrossClimate 2 – both new and worn – came out on top in six out of nine tests (chiefly braking and traction performance tests) in 2020 and 2021 <sup>7</sup>.

**TYRES CAN BE CHANGED LESS FREQUENTLY, AND ONLY AT THE END OF THEIR WORKING LIFE – A WIN-WIN SITUATION FOR ALL PARTIES:**

- **For motorists**, who enjoy better value for money thanks to their tyres' longer life, while their superior rolling resistance – kilometre after kilometre – contributes to saving fuel <sup>5&6</sup>.
- **For the planet:**
  - Fewer tyres to replace means less raw materials need to be used and less waste,
  - Enhanced rolling resistance – kilometre after kilometre – equates to lower CO<sup>2</sup> emissions. The rolling resistance of **MICHELIN CrossClimate 2** is comparable to that of a standard summer tyre <sup>6</sup>.

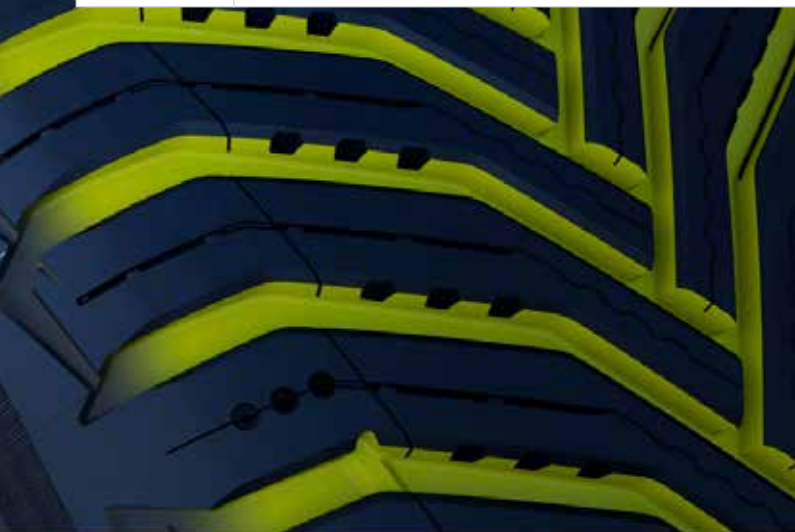


**MICHELIN CrossClimate 2** addresses the needs and demands of today's consumers. Not only is it user-friendly, but it also saves time and money, while standing out as a lasting, reliable answer to shifting weather patterns.



# .4

## ***PACKED WITH TECHNOLOGIES DEVELOPED TO DELIVER HIGH PERFORMANCE THROUGHOUT THE TYRE'S WORKING LIFE, FROM THE FIRST KILOMETRE TO THE LAST***



**MICHELIN CrossClimate 2** packs an innovative combination of advanced technologies that cover all of its components, but more especially its compounds and tread. Its unprecedented characteristics were developed to obtain the most effective balance possible between the materials employed for its tread and the tread pattern itself and signal the arrival of a new generation of All-Season tyres that deliver lasting high performance, from the first kilometre to the last.



MICHELIN CrossClimate 2 benefits from **MICHELIN EverWinterGrip** technologies developed to optimise its performance in winter throughout its working life:

- Superior grip when worn for additional safety on snowy roads thanks to grooves that are regenerated as the tyre wears,
- Stepped sipes capture snow in their cavities to enhance traction,
- A higher proportion of silica and carbon black enables the compound to cover diverse weather conditions (dry, rain, snow, etc.).

At the same time, **MICHELIN EverGrip** technologies ensure strong performance in wet weather, all the way down to the tread wear indicator:

- The widening section of the V-shaped grooves clears water efficiently from the centre of the tread to the shoulders, both when new and worn.
- Bevelled tread block edges optimise the tyre's contact patch for more efficient braking on dry roads.

**MICHELIN EverTread** technologies, meanwhile, contribute to MICHELIN CrossClimate 2's longevity by optimising the form of its contact patch to achieve a more effective distribution of the forces it is subjected to when accelerating, braking and cornering.



## TREADWEAR TECHNOLOGIES FOR ALL-SEASONS PERFORMANCES

### EverTread Technologies

#### MAXTOUCH CONSTRUCTION

Maximize the tire's contact with the road and evenly distribute the force of acceleration, braking and cornering - delivering longer tread life without sacrifice.

### EverWinterGrip Technologies

#### P-EDGE

Allows to recreate the volume of hollow at the end of life. In snow, in its worn state, increases edge density and improves snow grip.

### EverWinterGrip Technologies

#### THERMAL ADAPTATIVE COMPOUND

A new generation of tread compound with higher density of silica & carbon black materials adapts itself to ever-changing road in dry, wet or snowy weather.

### EverGrip Technologies

#### V-SHAPE

Water drainage when new and when worn from the center to the shoulder is facilitated by widening section of the directional V-shape bananas.

### EverGrip Technologies

#### V-RAMPS

The level edge shape of the blocks helps maximize ground contact of the tread blocks, improving dry stopping distance.

### EverWinterip Technologies

#### STEPS ON BLOCK

Blocks the snow in the transverse hollow and increases the snow / snow contact facilitating traction.



**MICHELIN CROSSCLIMATE, MICHELIN'S BEST-SELLING  
EUROPEAN ALL-SEASON RANGE**<sup>8</sup>

**In 2015, the European All-Season tyre market was shaken up by the launch of MICHELIN CrossClimate:**

- The All-Season market has since expanded annually by more than 19% (*Michelin in-house data*) and was the only segment to continue growing during lockdown (*source: ETRMA*).
- Annual growth is expected to continue at a rate of more than 16% over the next five years (*Michelin in-house data*).

The resounding success of MICHELIN CrossClimate saw it become Europe's best-selling All-Season tyre, with sales approaching 23 million units since 2015, a trend that continued in 2020<sup>8</sup>.

This popularity has led to the creation of a particularly comprehensive range that covers all types of vehicle, from passenger cars to SUVs and small vans, with the MICHELIN CrossClimate+, MICHELIN CrossClimate SUV and MICHELIN Agilis CrossClimate.

To cover the widest possible spectrum of needs, **MICHELIN CrossClimate 2** range will mark a first when it reaches the market in September by being available in a choice of no fewer than 105 sizes for 15- to 20-inch wheels. The comprehensive list includes 65 new sizes, an increase of 40 % over the MICHELIN CrossClimate+ catalogue.

**MICHELIN CrossClimate 2** is manufactured exclusively in seven European plants, chiefly in France, Germany, Italy and Spain.





Photos and/or attached documents can be downloaded from:  
<https://contentcenter.michelin.com:443/portal/shared-board/63b4ac59-42e9-4355-ab82-b5aa7be18358>

MICHELIN GROUP MEDIA RELATIONS: +33 (0) 1 45 66 22 22  
benedicte.corbier@michelin.com - +33 (0) 6 31 29 58 70 / florence.marchand@michelin.com - + 33 (0) 6 08 01 16 35



Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 123,600 employees and operates 71 tire production facilities which together produced around 170 million tires in 2020. ([www.michelin.com](http://www.michelin.com))

