

# MICHELIN e·PRIMACY



## ECO-RESPONSIBLE, MADE TO LAST



**Save up to 80€ on your fuel consumption** or 0.21L/100kms, that corresponds to a reduction of your carbon footprint of 5g of CO<sub>2</sub> per km <sup>(2-3-4)</sup>.



**Reduce your CO<sub>2</sub> emissions, up to 174kgs** <sup>(2-4)</sup>



**Extend the battery range of your electric vehicle by about 7% on average** compared to its leading competitors <sup>(1-3)</sup> or about 30kms additional for a EV vehicle with 400kms estimated range.



**Enjoy high standard of Safety from the 1<sup>st</sup> to the last kilometer** <sup>(5-6)</sup>



**Excellent longevity in line with MICHELIN pledge** <sup>(7)</sup>

## SIZE LINE-UP

45 SKUS IN 2021

15'

4 SKUS

16'

9 SKUS

17'

7 SKUS

18'

11 SKUS

19'

8 SKUS

20'

6 SKUS



MICHELIN

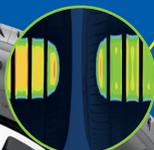
## Energy Passive compound

A unique high elasticity elastomer. The better coupling between the elastomer and the filler allows a lower energy dissipation in the tyre leading to a lower rolling resistance and so fuel consumption reduction.



## MaxTouch Construction

Maximize the tyre's contact with the road and evenly distribute the forces of acceleration, braking and cornering – delivering longer tread life without sacrifice.



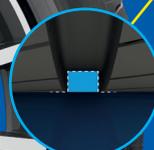
## Slim belt

Thinner top belts with less raw materials at equivalent strength, improving fuel consumption or battery range for electrical vehicles.



## U-Shape groove

Thanks to a safety oriented new pattern design, the MICHELIN e-Primacy tyre maintains a high level of water clearance from the first to the last kilometer.



## CoolRunning Sidewall

Energy absorbed by the sidewall during flexion is lower compared to standard sidewall, contributing to reduce fuel consumption or improving battery range for electrical vehicles.



## EnergyAirShield

Super air tight layer with low energy dissipation leading to a better fuel consumption or more battery range for electric vehicles.



Size Width	Size Height	Size Diameter	Size Speed Symbol
155 - 275	35 - 70	15" - 20"	H - Y

(1) MICHELIN e-Primacy category of tyres is defined as one of the Premium summer tyres such as CONTINENTAL, GOODYEAR, BRIDGESTONE, PIRELLI, DUNLOP brands, and which are not dedicated to Original Equipment application (i.e not designed to achieve car manufacturers specific targets) but tyres that can be purchased from retailers. (Note: Keep in BOLD in any content).

(2) Rolling Resistance tests conducted on machine by Applus Idiada, on Michelin's request, June (on new) & August (on 2mm buffed) 2020, on dimension 205/55 R16 91V, comparing MICHELIN e-Primacy (new: 5.58kgs/t & worn: 5.13kgs/t) versus MICHELIN PRIMACY 4 (new: 7.74kgs/t & worn: 6.25kgs/t); BRIDGESTONE TURANZA T005 (new: 7.17kgs/t & worn: 5.81kgs/t); CONTINENTAL ECOCONTACT 6 (new: 6.39kgs/t & worn: 5.49kgs/t); CONTINENTAL PREMIUM CONTACT 6 (new: 8.93kgs/t & worn: 6.94kgs/t); DUNLOP BLURESPONSE (new: 7.97kgs/t & worn: 5.54kgs/t); GOODYEAR EFFICIENT GRIP 2 (new: 7.01kgs/t & worn: 5.38kgs/t); PIRELLI CINTURATO P7 BLUE (new: 6.96kgs/t & worn: 6.30kgs/t); PIRELLI CINTURATO P7 (new: 8.79kgs/t & worn: 6.97kgs/t). Eco-responsible driving depends notably on driving habits, vehicle or tyre pressure.

(3) When new, MICHELIN e-Primacy generates 2kgs/t on average Rolling Resistance less than competitors, equivalent in fuel consumption reduction of up to 0.21L/100kms, equivalent of a gain in CO<sub>2</sub> emission up to 5gs for a VW Golf 7 1.5 TSI or equivalent of gain of up to 7% in battery range for a VW e-Golf.

(4) During usage, MICHELIN e-Primacy generates 1.5kg/t on average Rolling Resistance less than competitors, gain is equivalent of up to 80€ savings on fuel. This gain is equivalent of up to 174kgs of CO<sub>2</sub> saved. Usage gains are estimated on the average of new and buffed 2mm datas to take into account real life time performance. All gains are estimated on a base of 35,000kms and a fuel price of 1.46€/L ([https://ec.europa.eu/energy/data-analysis/weekly-oil-bulletin\\_en/6/1/2020](https://ec.europa.eu/energy/data-analysis/weekly-oil-bulletin_en/6/1/2020) weighted on the top 10 countries for motor vehicle movements on national and foreign territory - <https://ec.europa.eu/eurostat/web/transport/data/database>). Actual fuel and cost savings may vary depending notably on driving habits, vehicle or tyre pressure.

(5) MICHELIN e-Primacy is rated «B» on the Wet Grip Item of the European Labelling scale.

(6) New and Worn (worn means worn on machine (buffed) to the depth of Tread Wear Indicator according to European regulation for Tread wear indicator ECE R30r03f), on 205/55 R16 91V MICHELIN e-Primacy, is above the R117 European regulation wet grip threshold.

(7) Longevity test conducted by DEKRA TEST CENTER, on Michelin's request, June-July 2020, on dimension 205/55 R16 91V on VW Golf 7 comparing MICHELIN e-Primacy (100%) versus MICHELIN PRIMACY 4 (102.1%); Longevity test run in average real usage (D50) with 14,460kms run and extrapolated longevity at 1.6mm. Test winner ADAC Summer 2020 235/55 R17 test performed by ADAC on a Ford Kuga in 2020.

This test was performed in 235/55 R17. MICHELIN PRIMACY 4 is the best of 12 tested tyres according to tested properties (wet, dry, noise, wear, fuel consumption). MICHELIN PRIMACY 4 is test winner with the following comments: «Very balanced with top marks in the wet, excellent low wear, very good in the dry» - Ranked 1.0 in Wear.

(a) Fuel efficiency class. | (b) Wet grip class. | (c) External rolling noise class and measured value in decibel (dB).