



PRESS RELEASE

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Boulogne-Billancourt, January 28, 2022

Launch of the MICHELIN Pilot Sport ⁵ and MICHELIN Primacy ⁴⁺ tires, the latest generation of summer tires, designed to give high performances throughout their life span

- The latest generation of MICHELIN summer tires, designed to give high performances throughout their life span
- The MICHELIN Pilot Sport ⁵ tire: precision and driving pleasure for more miles ⁽¹⁾
- The MICHELIN Primacy ⁴⁺ tire: ever greater safety from the first mile to the last ⁽²⁾⁽³⁾⁽⁴⁾

The MICHELIN Pilot Sport ⁵ tire: precision and driving pleasure for more miles ⁽¹⁾

Michelin is launching its new summer tire, the MICHELIN Pilot Sport ⁵, intended for sports car and high-performance sedan enthusiasts.

Designed to offer a unique combination of sporting performance and longevity:

- it is the best performing summer tire among its main competitors in terms of life span for the sports category ⁽¹⁾

(1) **Longevity:** Test conducted by DEKRA TEST CENTER, on Michelin's request, May-June 2021, on dimension 225/40 ZR18 92Y on VW Golf 8 comparing MICHELIN Pilot Sport 5 (100%) versus BRIDGESTONE Potenza Sport (58,7%); CONTINENTAL PremiumContact 6 (63,7%); GOODYEAR Eagle F1 Asymmetric 5 (78,2%); PIRELLI P Zero PZ4 (SC) (56,2%) competitors. Longevity test run in average real usage (D50) with 11568 km run and extrapolated longevity at 1.6mm. Results may vary according to road and weather conditions.

(2) **Aquaplaning in Curve:** External tests conducted by TÜV SÜD Product Service, on Michelin's request, in June 2021, on dimension 205/55 R16 91V on VW Golf 8 2.0l TDI, 8mm water height, comparing MICHELIN Primacy 4+ (100%) versus BRIDGESTONE TuranzaT005 (87,6%); CONTINENTAL PremiumContact 6 (81,2%); GOODYEAR EfficientGrip Performance 2 (94%) competitors. Results may vary according to road and weather conditions.

(3) **Aquaplaning in straight line:** External tests conducted by TÜV SÜD Product Service, on Michelin's request, in June 2021, on dimension 205/55 R16 91V on VW Golf VII 1.5 TSI, 9mm water height, comparing MICHELIN Primacy 4+ (100%) versus BRIDGESTONE TuranzaT005 (97,7%); CONTINENTAL PremiumContact 6 (98,4%); GOODYEAR EfficientGrip Performance 2 (97,9%) competitors. Results may vary according to road and weather conditions.

(4) **Wet braking new and worn:** External tests conducted by TÜV SÜD Product Service, at Michelin's request, between 80-20 kph, in June 2021, on dimension 205/55 R16 91V on VW Golf 8 (worn means when worn at machine - buffed - to the depth of Tread Wear Indicator according to European regulation: ECE R30r03f) comparing MICHELIN Primacy 4+ (new: 22,8m - worn: 31,5m) versus BRIDGESTONE TuranzaT005 (new: 22,6m - worn: 36,4m); CONTINENTAL PremiumContact 6 (new: 23,1m - worn: 35,3m); GOODYEAR EfficientGrip Performance 2 (new: 23,8m - worn: 35,5m) competitors. Results may vary according to road and weather conditions.



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- it offers precision and exceptional reactivity in curves thanks to the *Dynamic Response* technology that has already proven itself in motorsport. A hybrid Aramid and Nylon ply forms a belt around the complete tire structure to guarantee optimum transmission of driving instructions and further increase driving pleasure
- it also offers maximum control thanks to extremely good grip and braking performance on dry ⁽⁵⁾ and wet ⁽⁶⁾ ground. The Dual Sport Tread Design technology allows for tread optimization, with more performance in the wet thanks to the inner part of the tread and in the dry thanks to its outer tread blocks
- the summer tire has been designed to enhance vehicles thanks to a deep black velvet appearance. As a result, it was the 2021 winner of the "Contemporary Good Design Award" organized by Red Dot Award ⁽⁷⁾.

Following the MICHELIN Pilot Sport ⁴ tire loved by users ⁽⁸⁾ and winner of numerous awards ⁽⁹⁾, the MICHELIN Pilot Sport ⁵ tire will be available in Europe in 50 dimensions from 17 to 21 inches, as of January 1. It will be available worldwide as of March 1. It launches the 5th generation of the Pilot Sport range.

The MICHELIN Primacy ⁴⁺ tire: ever greater safety from the first mile to the last ⁽²⁾⁽³⁾⁽⁴⁾

Michelin is also launching its new MICHELIN Primacy ⁴⁺ summer tire, designed for sedans and SUVs, for everyday journeys and long family trips.

(5) **Dry braking:** External tests conducted by TÜV SÜD Product Service, on Michelin's request, between 100-0 kph in June 2021, on dimension 225/40 ZR 18 XL 92Y on VW Golf 8 comparing MICHELIN Pilot Sport 5 (32,5m) versus BRIDGESTONE Potenza Sport (32,6m); CONTINENTAL PremiumContact 6 (33,9m); GOODYEAR Eagle F1 Asymmetric 5 (33,9m); PIRELLI P Zero PZ4 (SC) (32,6m) competitors. Results may vary according to road and weather conditions

(6) **Wet braking:** External tests conducted by TÜV SÜD Product Service, on Michelin's request, between 80-20 kph, in June 2021, on dimension 225/40 ZR 18 XL 92Y on VW Golf 8 comparing MICHELIN Pilot Sport 5 (22,0m) versus BRIDGESTONE Potenza Sport (22,1m); CONTINENTAL PremiumContact 6 (22,5m); GOODYEAR Eagle F1 Asymmetric 5 (22,8m); PIRELLI P Zero PZ4 (SC) (22,8m) competitors. Results may vary according to road and weather conditions

(7) <https://www.cgdaward.com/en/>

(8) Based on 65 ratings and reviews on <https://www.michelin.co.uk/auto/tyres/michelin-pilot-sport-4> on 14 January 2022
WARNING : this claim has to be adapted country by country according to ratings and reviews in country

(9) MICHELIN Pilot Sport 4, 14 podiums since 2016: 1. AUTO EXPRESS (UK) summer test 2016 (1st out of 9) in dimension 225/40 R18; 2. AMS (Germany) summer test 2017 (1st out of 10) in dimension 245/45 R18 Y; 3. AUTO BILD (Germany) summer test 2017 (1st out of 9) in dimension 245/40 R18; 4. SPORT AUTO (Germany) summer test 2017 (1st out of 7) in dimension 225/40 R18; 5. EVO (UK) summer test 2017 (1st out of 9) in dimension 225/40 R18; 6. AMS (Germany) summer test 2018 (1st out of 11) in dimension 225/45 R 17 94Y; 7. AUTO ZEITUNG (Germany) summer test 2018 (1st out of 6) in dimension 225/45 R17; 8. AUTO BILD (Germany) summer test 2019 (1st out of 53) in dimension 225/45 R17; 9. EVO (UK) summer test 2019 (2nd out of 7) in dimension 225/40 R18; 10. ADAC (Germany) summer test 2020 (1st out of 16) in dimension 225/40 R18; 11. TEKNIKAN MAAILMA (TW) (Finland - Nordics countries) summer test 2020 (1st out of 15) in dimensions 225/45 R17; 12. AMS (Germany) summer test 2020 (1st out of 11) in dimension 225/45 R18; 13. AUTO BILD (Germany) summer test 2020 (1st out of 50) in dimension 245/45 R18; 14. TYRE REVIEWS (UK) summer test 2021 (1st out of 11) in dimension 225/40 R18.



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It stands out with its better braking performance on wet ground when worn ⁽⁴⁾, offering ever greater safety from the first mile to the last. It owes this performance to the *MICHELIN EverGrip* technology, which cleverly combines two layers of rubber in order to offset the loss of tread depth and thus continue to better evacuate water when worn.

Safety from the first mile to the last ⁽⁴⁾, and a long life ⁽¹⁰⁾ characterize the MICHELIN Primacy ⁴⁺ summer tire, which is available as of January 1. It will be offered in 82 dimensions from 16-19 inches by March, reaching 121 dimensions from 16 to 21 inches by the end of 2022.

These latest generations of MICHELIN summer tires cover the main summer uses by sports car drivers, and also everyday requirements. High performing over the long term, they can be used for longer and thus contribute to reducing their environmental impact.

Photos available at:
MICHELIN Pilot Sport ⁵ : [link](#)
MICHELIN Primacy ⁴⁺ : [link](#)

Michelin's ambition is to sustainably improve its customers' mobility. The leader in the mobility sector, Michelin designs, manufactures, and distributes the tires best suited to their requirements and uses as well as services and solutions to improve transport efficacy. Michelin also puts forward offers that allow its customers to enjoy unique moments when traveling. Michelin also develops high-technology equipment intended for multiple fields. Based in Clermont-Ferrand, Michelin is present in 170 countries, employs 123,600 people and operates 71 tire factories that, together, produced approximately 170 million tires in 2020. (www.michelin.com).

www.michelin.com
 [@MichelinPress](#)

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(10) **Longevity:** External tests conducted by DEKRA TEST CENTER, on Michelin's request, in July 2021, on dimension 205/55 R16 91V on VW Golf comparing MICHELIN Primacy 4+ (REF km) versus BRIDGESTONE TuranzaT005 (-15 998km); CONTINENTAL PremiumContact 6 (-5 655km); GOODYEAR EfficientGrip Performance 2 (+2093km) competitors. Longevity test run in average real usage (D50) with 12200 km run and extrapolated longevity at 1.6mm. Results may vary according to road and weather conditions