

## INTRODUCING THE NEXT GENERATION OF A MICHELIN CLASSIC... MICHELIN ENERGY XM2+



## MICHELIN ENERGY XM2+

### Approved tagline: Your Stopping Super-Power

#### Insight

- I do not understand much about tyres - but I want to feel safe against hazards on the road. My tyres must do the necessary work for everyone on-board to feel protected, whether I am on my way to my work, with my family during the weekend, on a fun drive with friends.
- Because I am on limited budget, I want tyres that I can trust for a long time, that will last long and will continue to brake effectively km after km.
- In a nutshell, I want to feel I am in the best possible hands as for my tyres, as they may have to save my life, like a superhero!

#### MICHELIN ENERGY XM2+ has the stopping and lasting power of a superhero.

- Shorter wet braking distances when new (by 1.5m) and when worn (by 2.6m) vs average of other premium tyre manufacturers\*
- Leading mileage, plus +25% vs average of other premium tyre manufacturers\*\*
- Michelin tyres : Performance made to last



“+” sign  
to indicate  
2nd generation

For Inches 14" – 16"  
36 CAIs, 35 sizes  
Width: 155 ~ 215, Aspect Ratio: 50 ~ 80  
Overlap with Primacy 4: 8 sizes  
Please note 12-13" Energy XM2+ will be available in the future

\*Wet braking test 80 to 0 kph, conducted by TUV Rheinland Thailand Ltd (an independent 3<sup>rd</sup> party), on Michelin's request, in Nov 2018 at Nongnooch Garden Chonburi, Thailand, on dimension 205/55R16 on Toyota Altis. Comparing NEW and WORN Michelin EXM2+ versus four other brands of tyres (figures represent the average of 4 other premium brands). Reference: TUV Rheinland Thailand Ltd, Technical Report No. 1203058671 001 and 002. WORN condition: tyres tested at 2mm remaining tread depth, just before the 1.6mm legal removal threshold.

\*\* Longevity test conducted by China Automotive Technology and Research Center Co.,Ltd (CATARC) (an independent 3<sup>rd</sup> party), on Michelin's request, in September 2018 in TianJin, China, on dimension 205/55 R16 91V on Volkswagen GOLF7 comparing MICHELIN ENERGY XM2+ versus Premium Competitors (figures represent the average of 5 other premium brands). Longevity test run in average real usage with 20,000 km run and estimated longevity at the depth of Tread Wear Indicator.



**MICHELIN**

# MICHELIN ENERGY XM2+ KEEPS YOU SAFER THAN THE COMPETITION FOR LONGER

Braking on wet roads

BRAKES SHORTER IN WET...  
**WHEN NEW AND WHEN WORN**



\*Wet braking test 80 to 0 kph, conducted by TUV Rheinland Thailand Ltd (an independent 3<sup>rd</sup> party), on Michelin's request, in Nov 2018 at Nongnooch Garden Chonburi, Thailand, on dimension 205/55R16 on Toyota Altis. Comparing NEW and WORN Michelin EXM2+ versus four other brands of tyres (figures represent the average of 4 other premium brands). Reference: TUV Rheinland Thailand Ltd, Technical Report No. 1203058671 001 and 002. WORN condition: tyres tested at 2mm remaining tread depth, just before the 1.6mm legal removal threshold.

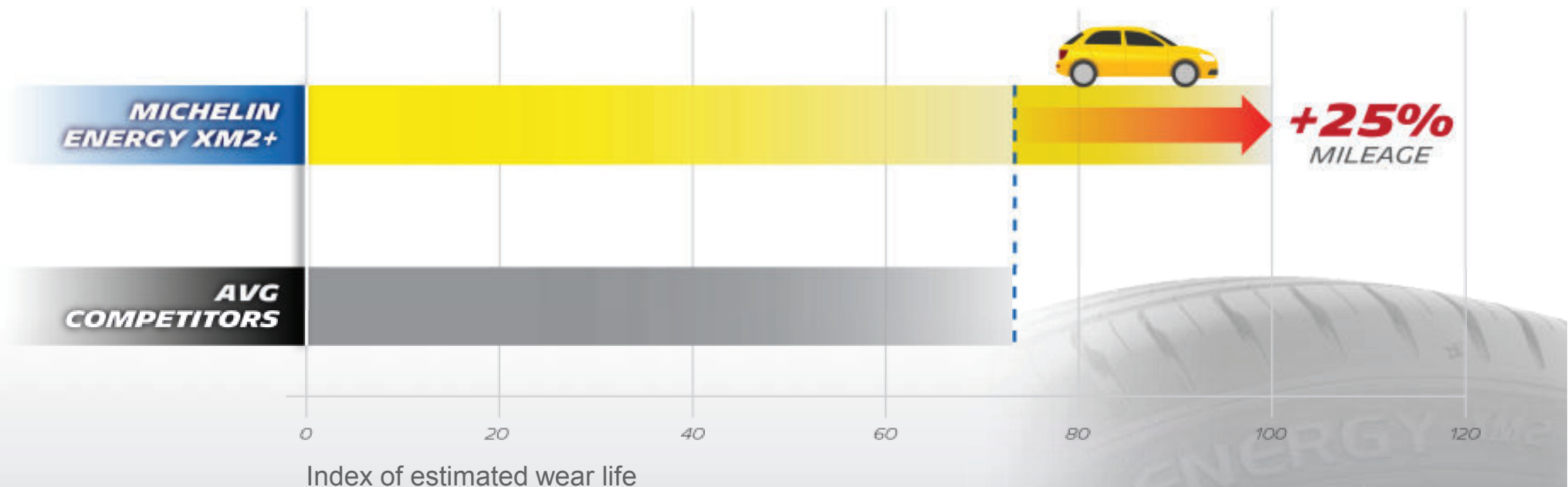


**MICHELIN**

# MICHELIN ENERGY XM2+ LASTS LONGER THAN THE COMPETITION

## Mileage comparison

For our budget-conscious consumers, MICHELIN Energy XM2+ lasts longer... outlasting competitors on mileage by 25% !



\*\* Longevity test conducted by China Automotive Technology and Research Center Co.,Ltd (CATARC) (an independent 3<sup>rd</sup> party), on Michelin's request, in September 2018 in TianJin, China, on dimension 205/55 R16 91V on VolksWagen GOLF7 comparing MICHELIN ENERGY XM2+ versus Premium Competitors (figures represent the average of 5 other premium brands). Longevity test run in average real usage with 20,000 km run and estimated longevity at the depth of Tread Wear Indicator.



**MICHELIN**

## TECHNOLOGIES: NEW RUBBER COMPOUND IMPROVES WORN SAFETY AND LONGEVITY

### NEW FORMULATION OF FULL - SIILICA TREAD COMPOUND

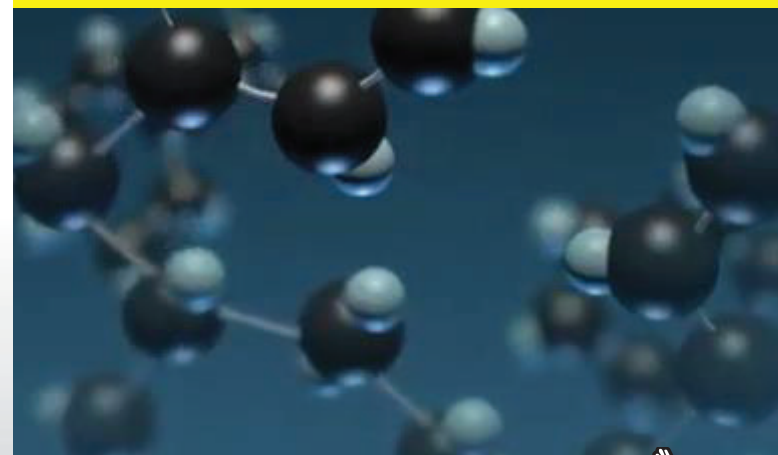
...more tyre-ground contact area in micro-scale  
Resulting in better grip,  
throughout the life of the tyre

#### NEW & WORN SAFETY



...bonds stronger from filler to filler  
Resulting in minimized wear rate,  
leading to long mileage

#### LONGEVITY



**MICHELIN**