

# MICHELIN Pilot Sport<sup>4</sup> now available in the Middle East and Africa

*The new generation tyre for premium and sports cars offers a perfect balance between pleasure and safety*

Michelin, the world's tyre technology leader, today announced the launch of MICHELIN Pilot Sport<sup>4</sup> tyres for the Middle East and African markets. The new MICHELIN Pilot Sport<sup>4</sup>, developed in partnership with some of the world's most demanding car manufacturers, is the latest in the line of high-performance, safe and versatile MICHELIN tyres, to be made available in the region through Michelin authorised distribution partners.

Pierre Granzotto, General Manager for Passenger Cars and Vice President for Michelin AIM (Africa, India & Middle East) said: "Middle East and Africa play an important part in the Michelin Group's global growth story. We are delighted to introduce MICHELIN Pilot Sport<sup>4</sup> to our customers within a short span of 4 months from its global unveiling. Built to satisfy the high expectations of premium and sports cars drivers seeking pleasure and thrills, the new MICHELIN Pilot Sport<sup>4</sup> is a game-changer when it comes to high-performance tyres."

"The technological innovations in the ultra-responsive tread of the new tyre come from Michelin's longstanding experience in motor racing, especially Formula E. It constantly adapts to the road, thanks to mastery of dynamic interactions between the tyre architecture, tread pattern and materials, which results in optimal management of the contact patch."

## Salient features of MICHELIN Pilot Sport<sup>4</sup>

### Highly responsive, precision controlled driving

The new "Dynamic Response" technology consists of a belt with hybrid aramid and nylon reinforcement that ensures optimal directional control. With high density, extreme tension-resistant and particularly lightweight fibre (five times more resistant than steel), centrifugal force at high speeds is perfectly controlled and the tyre contact patch remains constant, even at high speed.

### Safety and braking on dry and wet surfaces

High performance is achieved through a new homogeneous tread compound mix including functional elastomers and silica. Functional elastomers improve load distribution (silica) within the rubber mix, reinforcing its action.

- **Dry safety:** FIA Formula E based tread design and tread compounds ensure superior grip in dry conditions on straight highways as well as cornering/winding roads, leading to excellent dry handling and braking.
- **Wet safety:** In addition to the tread compounding effect, wide and deep longitudinal grooves provide efficient drainage on wet roads, leading to superior wet safety. This tread compound also helps in improving the fuel efficiency and longevity of the tyre.

### Premium Touch technology

The sidewall markings of most MICHELIN Pilot Sport<sup>4</sup> sizes are designed using the 'Premium Touch' technology. This new innovation from Michelin produces a velvet effect, which brings out the letters and graphics.



**Silence and comfort**

The tyre's asymmetric design helps in superior handling and safety in addition to minimizing audible noise for silent performance.

**Robustness**

This tyre-line also features a strong casing which works as the skeleton of the tyre, leading to an overall robust performance of the tyre - a prerequisite in our markets.

**MICHELIN Pilot Sport<sup>4</sup> size range**

The new MICHELIN Pilot Sport<sup>4</sup> is currently available in 17 sizes, mainly in 17" and 18", in the Middle East and Africa. The portfolio will be expanded with more sizes at a later stage:

205/45 ZR17	245/40 ZR18
215/40 ZR18	245/45 ZR17
215/45 ZR17	245/45 ZR18
225/40 ZR18	255/35 ZR18
225/45 ZR17	255/35 ZR19
225/45 ZR18	255/40 ZR18
235/40 ZR18	265/35 ZR18
235/45 ZR17	275/35 ZR18
245/40 ZR17	

**About Michelin**

Michelin, the leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tyres for every type of vehicle, including airplanes, automobiles, bicycles/motorcycles, earthmovers, farm equipment and trucks. Headquartered in Clermont-Ferrand, France, Michelin is present in more than 170 countries, has 112,300 employees and operates 68 production plants in 17 different countries. Dubai is the regional headquarters for Michelin Africa, India & the Middle East (AIM).

More information about Michelin is available on [www.michelin.com](http://www.michelin.com)

You can also connect with Michelin in the Middle East on [www.facebook.com/MichelinArabia](https://www.facebook.com/MichelinArabia)

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