

MICHELIN LAUNCHES NEW MICHELIN PILOT SPORT 4 S

The new MICHELIN Pilot Sport 4 S is an ultra-high performance tire which replaces the MICHELIN Pilot Super Sport, which is widely recognized as the industry-leading ultra-high-performance tire for original equipment and replacement applications. It offers the best of the MICHELIN Pilot Super Sport further enhanced by MICHELIN Pilot Sport Cup 2 tire learnings.

Designed for sports cars and high performance saloons, the MICHELIN Pilot Sport 4 S offers unparalleled driving pleasure thanks to its exceptional steering precision and directional stability. It provides maximum performance and safety on all surfaces due to its optimized tread footprint which grips the road in all situations, even the most extreme.

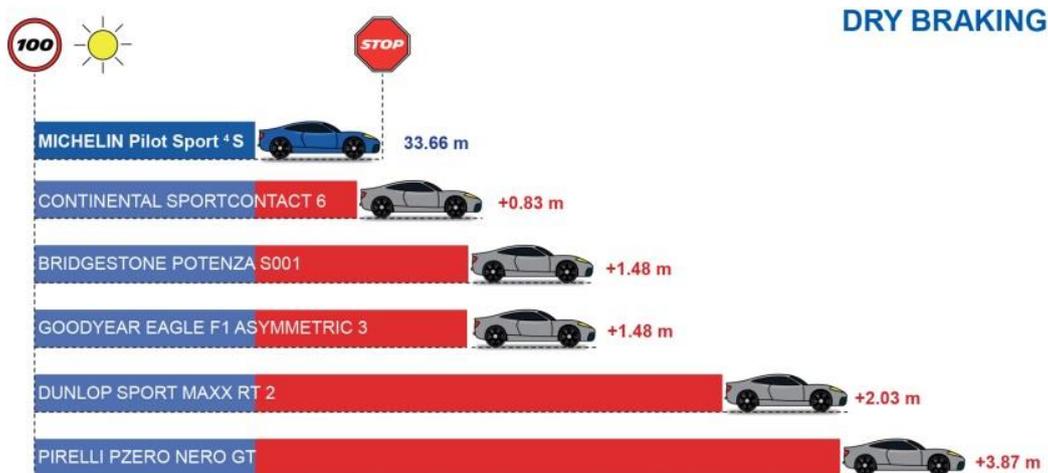
MICHELIN Pilot Sport 4 S also displays excellent braking performance on both dry and wet surfaces, thanks to the use of Bi-Compound Technology. The outer part of the tread uses a new hybrid compound that promotes grip on dry ground while the inner side uses a new compound with silica and so-called functional elastomers which allow the tire to offer consistent grip on wet surfaces. This high performance on dry and wet surfaces, often conflicting characteristics in the world of super sports tires, here have advanced together. They fully express the Michelin Total Performance philosophy, which is to advance simultaneously several criteria on the same tire, whatever the technology challenge.

Leading independent testing

The MICHELIN Pilot Sport 4 S is the result of a unique know-how developed by engineers passionate about their work and redefines the standards of the category. Adapted for driving at the highest levels on road and on track, it has already positioned itself as the number one in its class. In tests conducted by the independent organization TÜV SÜD in Germany, the MICHELIN Pilot Sport 4 S surpassed its five major competitors in key performance areas.

Dry braking

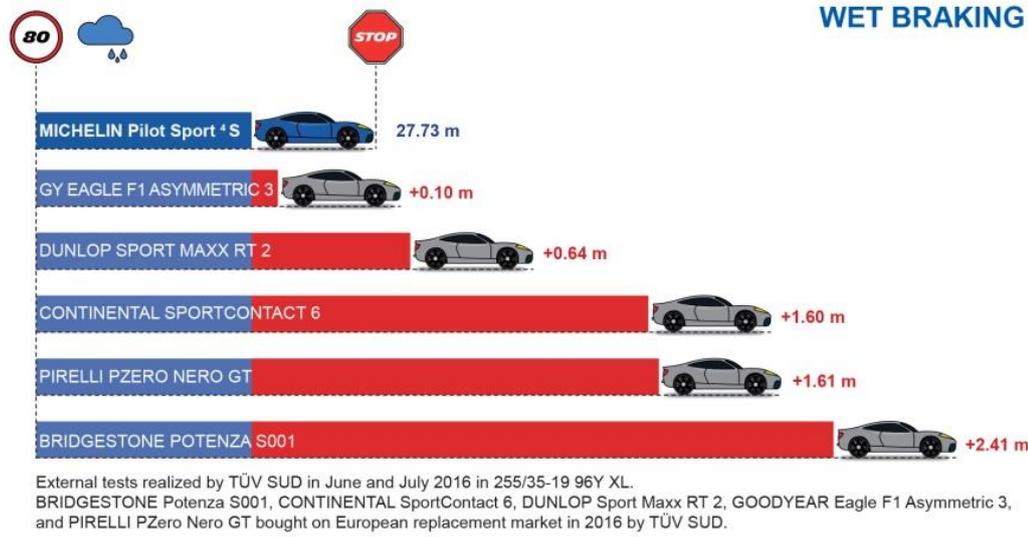
The MICHELIN Pilot Sport 4 S takes only 33.66m to brake from 100 km / h to a complete stop, when the best of its direct competitors takes nearly a metre more (+0,83m).



External tests realized by TÜV SÜD in June and July 2016 in 255/35-19 96Y XL.
BRIDGESTONE Potenza S001, CONTINENTAL SportContact 6, DUNLOP Sport Maxx RT 2, GOODYEAR Eagle F1 Asymmetric 3, and PIRELLI PZero Nero GT bought on European replacement market in 2016 by TÜV SÜD.

Wet braking

On a wet track 27.73m is enough for the MICHELIN Pilot Sport 4 S to brake from 80 km / h to 0. This shows it once again as the best at almost 2.5m (+2,41m) shorter than the worst performer.

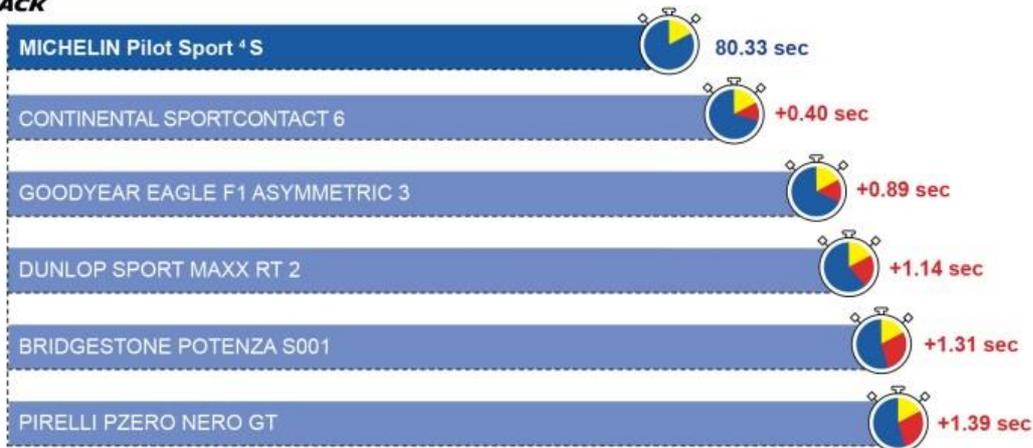


Lap time

On a 2.6 km circuit, the MICHELIN Pilot Sport 4 S proved to be between 0.4s and 1.39s faster per lap. It's almost a second quicker on average over this relatively short distance. One second may seem insignificant; however the driving experience will be completely different.

2600m TRACK

LAP TIME

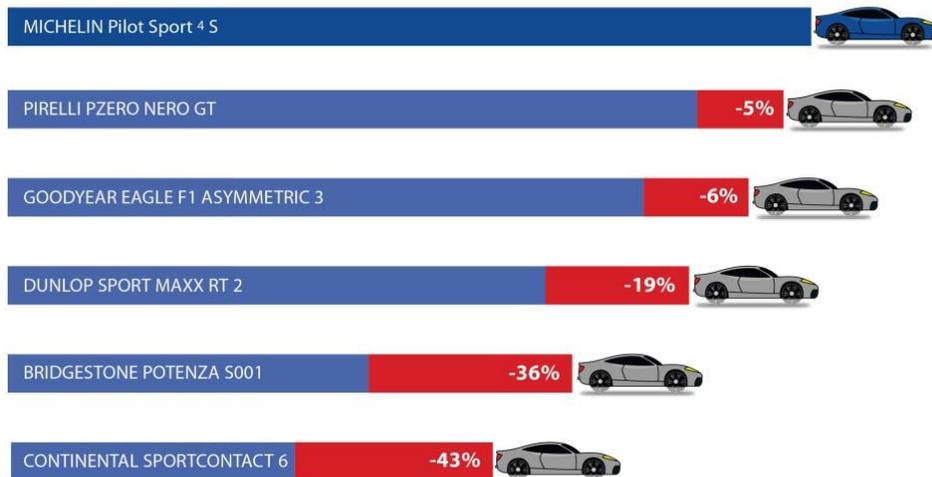


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Longevity

Wear tests conducted by the Dekra Test Center demonstrated that the new MICHELIN Pilot Sport 4 S has the best longevity in its class.

LONGEVITY



External tests realized by DEKRA Test Center in June and July 2016 in 255/35-19 96Y XL. BRIDGESTONE Potenza S001, CONTINENTAL SportContact 6, DUNLOP Sport Maxx RT 2, GOODYEAR Eagle F1 Asymmetric 3, and PIRELLI PZero Nero GT bought on European replacement market in 2016 by TÜV SÜD.

The MICHELIN Pilot Sport 4 S is also among the first tires in this category to score an A rating on the European labelling scale (19 inch tire) in braking distance on wet surfaces. This label is intended to inform tire buyers of the performance of the tires they are planning to buy and also gives them information on the energy efficiency of the tire and its road noise level. The MICHELIN Pilot Sport 4 S also passes a new milestone in terms of rolling resistance as two-thirds of the range are graded C.

The passion, on road and track

Michelin is involved in several motor sport disciplines worldwide and uses this competitive environment as a laboratory for development of future tire technologies, which are then used in the development of its production tires. Data collected during racing, mostly from ‘confidential’ tire technologies or rubber compound recipes, enable Michelin’s engineers to validate their findings.

The MICHELIN Pilot Sport 4 S, which is set to be one of the most successful sports tires ever designed by Michelin for the general public, uses construction methods and materials directly developed in competitions such as the FIA World Endurance Championship (WEC) and its flagship event the 24 Hours of Le Mans, Formula E and the World Rally Championship.

The distinctive design of the tread has been developed following the success of the tires used in Formula E, which are the first 18-inch tires to be used on open-wheeled race cars.

Designed to equip the most distinguished sports cars

The MICHELIN Pilot Sport 4 S has been developed to satisfy the owners of cars from manufacturers including BMW M, Ferrari, Ford, Mercedes-AMG and Porsche. Michelin is working hand in hand with the world’s leading car manufacturers to provide the most suitable tires to complement the performance of their most exclusive models and as a result, more than 60 original equipment homologation projects are currently under development.



Velvet-like sidewalls

Like all of Michelin's latest high-end tires the MICHELIN Pilot Sport 4 S uses 'Michelin Premium Touch Design' to enhance the appearance of the sidewall design. This is a sign of the recognition and esteem in which these tires are held in the exclusive automotive world.

The new MICHELIN Pilot Sport 4 S will be available starting from April 2017 in Africa and the Middle East, in the below listed 19 and 20 inch diameters.

30 series	35 series	40 series	45 series
19" 255/30 ZR19 (91Y)	19" 225/35 ZR19 (88Y)	19" 225/40 ZR19 (93Y)	19" 225/45 ZR19 (96Y)
19" 265/30 ZR19 (93Y)	19" 235/35 ZR19 (91Y)	19" 235/40 ZR19 (96Y)	20" 235/45 ZR20 (100Y)
19" 275/30 ZR19 (96Y)	19" 245/35 ZR19 (93Y)	19" 265/40 ZR19 (102Y)	
19" 295/30 ZR19 (100Y)	19" 255/35 ZR19 (96Y)	20" 245/40 ZR20 (99Y)	
19" 305/30 ZR19 (102Y)	19" 265/35 ZR19 (98Y)	20" 255/40 ZR20 (101Y)	
20" 245/30 ZR20 (90Y)	19" 285/35 ZR19 (103Y)		
20" 265/30 ZR20 (94Y)	19" 295/35 ZR19 (104Y)		
20" 275/30 ZR20 (97Y)	20" 235/35 ZR20 (92Y)		
20" 285/30 ZR20 (99Y)	20" 245/35 ZR20 (95Y)		
20" 295/30 ZR20 (101Y)	20" 255/35 ZR20 (97Y)		
20" 345/30 ZR20 (106Y)	20" 265/35 ZR20 (95Y)		
	20" 275/35 ZR20 (102Y)		
	20" 295/35 ZR20 (105Y)		

About Michelin

Michelin, the leading tire 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 the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 184 million tires in 2015 (www.michelin.com).

Dubai is the regional headquarters for Michelin Africa, India & the Middle East (AIM). You can connect with Michelin in the Middle East on www.facebook.com/MichelinArabia.

For press inquiries, please contact:

Majid Al Mahmoudi
 External Communications Manager
 Michelin Africa, India & the Middle East
 T: 971 (0) 48 078 276
 E: majid.al-mahmoudi@michelin.com