

1 November, 2012: The new European tyre labelling regulation – EU 1222/2009 – comes into effect.

MICHELIN EXPLAINS THE NEW EUROPEAN TYRE LABELLING REGULATION

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DID YOU KNOW?

1 OUT OF 5

Tyres account for one tank of fuel consumed out of five. With each rotation of the wheel, a tyre is deformed when it comes into contact with the road. As its structure is de-

formed, the tyre heats up and some of the energy is lost. Reducing this heat build-up makes it possible to lower fuel consumption and, consequently, greenhouse gas emissions. The tyre-related force that impedes a vehicle's forward movement is called "rolling resistance."

The tyre

1 MILLISECOND

The tyre is the vehicle's only point of contact with the road. At 50 mph, the contact patch has less than 1 millisecond to guide the vehicle, accelerate or brake.

The tyre is an important vehicle safety component. Its purpose is to grip the road, regardless of the condition of the road surface, the road configuration (straight or curved) or the weather conditions (dry or rainy).

Traffic noise is a nuisance. For a vehicle moving at a constant speed of 50 mph, the noise generated by the

the tyre rolling on the road is generally louder than engine noise. This rolling noise depends on the type of tyres as well as on the road surface.

WHAT THE LABEL SAYS

It provides information on three types of performance

TYRE ENERGY EFFICIENCY

£290 * is the reduction in fuel costs for a vehicle fitted with A-rated tyres compared with one equipped with G-rated tyres.



* Based on savings of 200 litres of fuel (at 1.45 per litre) over a distance of 25,000 miles.

BRAKING DISTANCE ON WET ROADS



velling at 50 mph and equipped with A-rated tyres compared with one fitted with F-rated tyres.

TYRE NOISE LEVELS



MICHELIN'S SOLUTIONS

WITH REGARD TO THE LABELLING SYSTEM

Michelin tyres deliver superior overall performance regardless of their type.

76% of the European summer passenger car and light truck market*** is covered by Michelin tyres rated both **B** or **C** in energy efficiency and **A** or **B** in wet braking.

More than **90%** of the European summer passenger car and light truck market*** is covered by Michelin tyres rated **A** or **B** in wet braking.

*** Sources: European Tyre & Rubber Manufacturers Association, 2010 / Lizeo Online Media Group, September 2012. Percentages based on tyre volumes.

The tyres in the **Michelin Primacy 3** range are rated **A** in wet braking for all sizes.

Tyres in the **Michelin Energy Saver**+ line are rated either **B** or **C** in energy efficiency, depending on their size.

100% of summer tyres comply with future limits on external rolling noise that will come into effect on 1 November, 2016 (two waves maximum).

BEYOND THE LABELLING SYSTEM

Michelin provides motorists with tyres that deliver enhanced performance in other areas as well. That's the **Michelin Total Performance** strategy.



MICHELIN tyres do not require the user to sacrifice one area of performance for another. They enhance safety by providing superior grip in all driving conditions, on dry and wet roads and on straights as well as curves. And because Michelin tyres are highly energy efficient, they also generate savings by reducing fuel consumption.

Users can also rely on the greater total mileage that Michelin tyres deliver. While this area of performance is not covered by the labelling regulation, it is a key concern of consumers and has a direct impact on their budgets.

