



***MICHELIN***

***BICYCLE 2023***

***SELL-IN PRESENTATION***



*A BEST-IN-CLASS AND POWERFUL BRAND EASY TO SELL*  
***MICHELIN MOST VALUABLE AND STRONG TIRE BRAND***

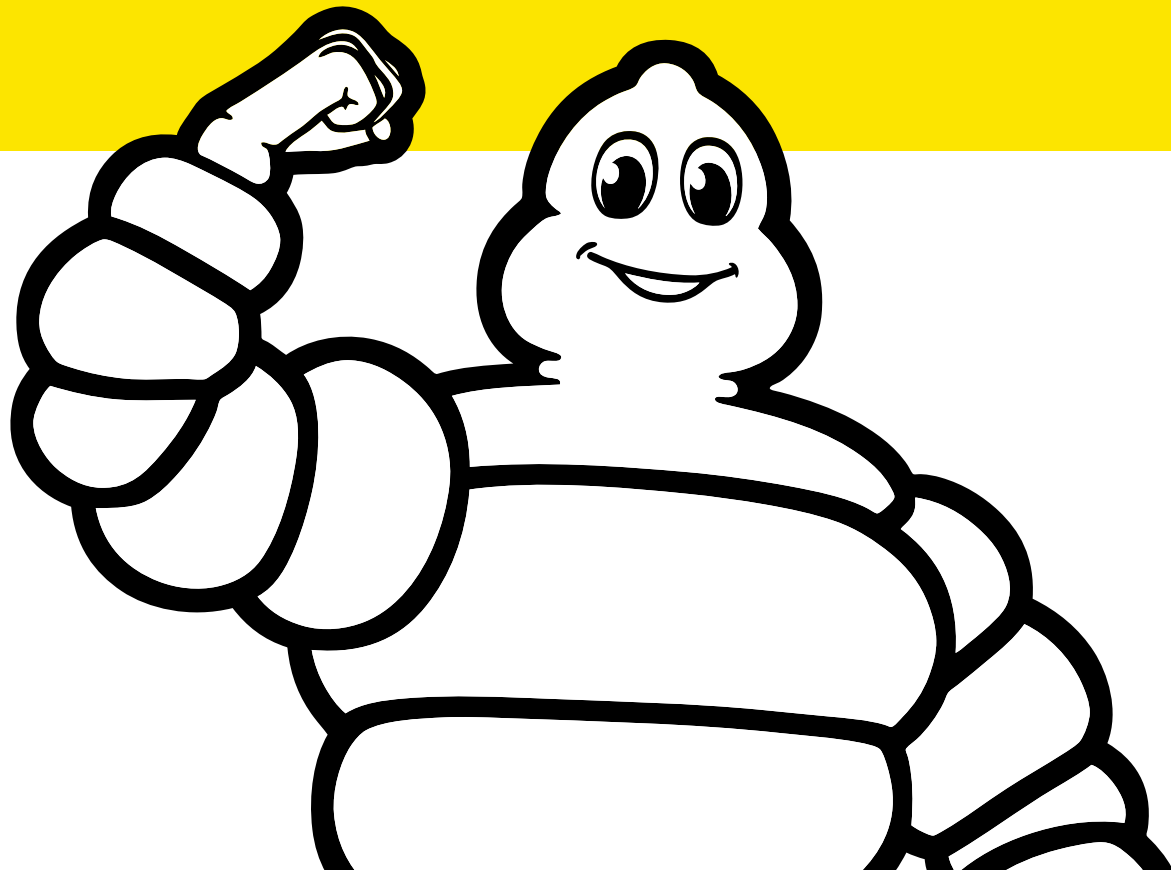
*A brand that meets the latest consumers needs, so yours.*

*Michelin keeps innovating to give a fitting answer to the latest key purchase criteria of **our common target : high value segments.***

*At Michelin Bicycle we aim to provide products that **enhance the performance of your bikes, offering the best possible ride to customers.***



*WHY CHOOSE TO SELL  
MICHELIN TIRES*



Brand recognized by consumers and  
***EASY TO SELL***

***A HIGH STOCK ROTATION***

***A SUSTAINABLE*** vision that meets  
customers and consumers expectations

***STRONG BRAND  
COMMUNICATION***

***SEVERAL TOOLS*** made available  
in points of sale and on e-retail sites

## APPROVED QUALITY

Our products go through stringent testing to make sure they meet the highest levels of **quality and performance**.

We also work with **independant laboratories** such as Wheel Energy to confirm the performance of our tyres.



→ Protocoles have been used for MICHELIN Power Cup Tubular, MICHELIN Power Cup Tubeless Ready, MICHELIN Power Adventure

Puncture



Pinch

**PINCH  
PROTECTION**

Rolling Resistance



Bicycle Rolling Resistance in 2022 :

***” THE PERFORMANCE OF THE MICHELIN POWER CUP TLR IS INCREDIBLY STRONG IN ALMOST ALL OF OUR TESTS.***

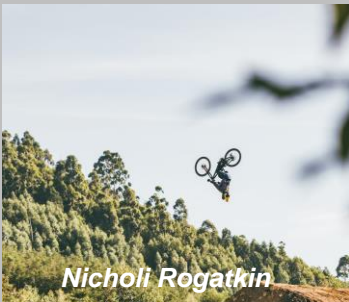
When compared to its main target: the Continental Grand Prix 5000 S TR, the MICHELIN Power Cup TLR is on par in the rolling resistance tests, performs 15% better in the tread puncture test, and also offers an 8% increase in our wet grip tests.”

*PARTNERS 2022*  
**FROM COMPETITION  
TO CONSUMERS**



All these teams have helped us to **develop** our tires and **create** demand

Approved by Cam Zink: "When I go for a ride, no matter how perfect the momentum, the rotation, it all comes down to one thing: tires you can trust." in a MICHELIN TV Spot



Nicholi Rogatkin



Sam Hill  
Team Nukeproof-  
Sram Factory  
Racing



Lucas Martin  
Team KMC Orbea



Louise Ferguson  
Team Nukeproof-Sram  
Factory Racing



Cam Zink



Guillaume Martin  
Team Cofidis



Malene Degré  
Team KMC Orbea



Bryan  
Coquard  
Team Cofidis



Brook Macdonald  
MS Mondraker Team

MICHELIN OE IN  
2022 - 2023



*ONE THAT TRUSTS MICHELIN  
UNDER THE SPOTLIGHTS*

 **MONDRAKER**



 **NUKEPROOF**



 **GUERCIOFFI**



- MADE IN MILANO -

**VITUS**



4.

**2022 AT A GLANCE**





# **MICHELIN** **POWER CUP**

*The MICHELIN Power Cup range is for road cyclists looking to optimize their bike's potential.*

***Perfect for racing or everyday rides.***

*The MICHELIN Power Cup is also available in Classic color for a trendy and smart bike !*



**CROSS COUNTRY**  
RACING LINE

**A BRAND NEW RANGE FOR CROSS  
COUNTRY RACING AND EXPLORING**

The next generation MICHELIN XC tire range featuring one casing, one compound available in three different tread patterns to cover all terrains:

- MICHELIN Jet XC<sup>2</sup>: The fast rolling
- MICHELIN Force XC<sup>2</sup>: The versatile
- MICHELIN Wild XC: The grippy

**MICHELIN  
JET XC<sup>2</sup>**



**MICHELIN  
FORCE XC<sup>2</sup>**



**MICHELIN  
WILD XC**



*WE TALKED ABOUT OUR  
PRODUCTS!*



**MICHELIN** **MICHELIN** **MICHELIN**  
**JET XC<sup>2</sup>** **FORCE XC<sup>2</sup>** **WILD XC**

[HTTPS://OFF.ROAD.CC/CONTENT/REVIEW/TYRES/MICHELIN-JET-XC2-REVIEW-9655](https://off.road.cc/content/review/tyres/michelin-jet-xc2-review-9655)

[HTTPS://WWW.BIKEPERFECT.COM/REVIEWS/MICHELIN-RACING-LINE-XC-TIRE-REVIEW](https://www.bikeperfect.com/reviews/michelin-racing-line-xc-tire-review)

[HTTPS://WWW.BIKERADAR.COM/NEWS/MICHELINS-XC-TYRES/](https://www.bikeradar.com/news/michelins-xc-tyres/)

[HTTPS://WWW.PINKBIKE.COM/NEWS/MICHELIN-LAUNCHES-NEW-XC-TIRE-LINE.HTML](https://www.pinkbike.com/news/michelin-launches-new-xc-tire-line.html)

**MICHELIN**  
**POWER CUP**

[HTTPS://WWW.BICYCLEROLLINGRESISTANCE.COM/ROAD-BIKE-REVIEWS/MICHELIN-POWER-CUP-TLR](https://www.bicyclerollingresistance.com/road-bike-reviews/michelin-power-cup-tlr)

[HTTPS://ROAD.CC/CONTENT/REVIEW/MICHELIN-POWER-CUP-TUBE-TYPE-TYRE-293583](https://road.cc/content/review/michelin-power-cup-tube-type-tyre-293583)

The performance of the Michelin Power Cup TLR is incredibly strong in almost all of our tests. When compared to its main target: the Continental Grand Prix 5000 S TR ([read our review](#)), the Power Cup TLR is on par in the rolling resistance tests, performs 15% better in the tread puncture test, and also offers an 8% increase in our wet grip tests.

Overall, these offer an attractive combination of high rolling speed, rapid steering and reassuringly tangible grip, alongside enough protection to survive well in real world, less-than-ideal conditions.

5.

***WHAT'S NEW IN 2023***

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**NEW**

**MICHELIN  
POWER adventure**

COMPETITION LINE





**NEW**

# MICHELIN POWER adventure

COMPETITION LINE

ENJOY **FREEDOM BEYOND THE  
ROAD** WITH THE MICHELIN  
POWER ADVENTURE

 Black sidewalls  
30 - 36 - 42

 Classic sidewalls  
30 - 36 - 42 - 48

**TUBELESS  
READY**

 **DISC BRAKE  
READY**



# MICHELIN POWER Gravel

COMPETITION LINE

## NEW DIMENSIONS IN CLASSIC VERSION



Black sidewalls  
33 – 35 – 40 – 47



Classic sidewalls  
35 – 40 – 47



*MICHELIN POWER ADVENTURE*

***AS A TARMAC DEDICATED TIRE THAT GIVES YOU THE POSSIBILITY  
TO GO BEYOND ROAD***

	<i>TARMAC</i>	<i>GRAVEL</i>	<i>TRAIL</i>
<i>MICHELIN <b>POWER ADVENTURE</b></i>	★★★	★★☆	★☆☆
<i>MICHELIN <b>POWER GRAVEL</b></i>	☆☆★	★★★	★★★☆☆



# MICHELIN POWER CUP

Keep on promoting the MICHELIN Power Cup range!

Performance proven, approved by riders



Tubular - RACING LINE



Tubeless Ready - COMPETITION LINE



Tubetype - COMPETITION LINE



# MICHELIN JET XC<sup>2</sup>

RACING LINE

The tires used by our  
Cross-Country pros for  
racing at the highest level!

Keep on promoting  
the MICHELIN Cross  
Country Racing Line  
range!



# MICHELIN FORCE XC<sup>2</sup>

RACING LINE



# MICHELIN WILD XC

RACING LINE



# MICHELIN FORCE XC<sup>2</sup>

PERFORMANCE LINE

The MICHELIN Cross-Country tire for all riding conditions.



# MICHELIN WILD XC

PERFORMANCE LINE

The MICHELIN Cross-Country tire with confidence boosting grip.



# MICHELIN FORCE

## ACCESS LINE

The everyday tire for smooth, fast riding on hard packed terrain..



# MICHELIN WILD

## ACCESS LINE

The everyday tire for grip on mixed and soft terrain



**MICHELIN** TREAD PATTERN DESIGN GUIDE LINE ADAPTED TO SECTION WIDTH  
**ADAPTATIVE**  
DESIGN

2,10

2,30

2,60

SECTION

TREAD PATTERN DESIGNED FOR  
**XC/TRAIL BIKES**

- . More fast rolling studs
- . More round profile

TREAD PATTERN DESIGNED FOR  
**AM/ENDURO BIKES**

- . Bigger studs
- . More aggressive studs

**MICHELIN** TREAD PATTERN DESIGNED ADAPTED TO SECTION WIDTH  
**ADAPTATIVE**  
DESIGN

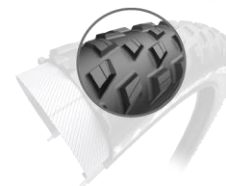
2,10

2,30

2,60

SECTION

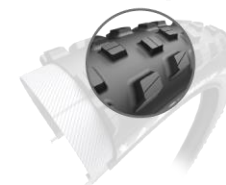
**MICHELIN**  
**FORCE 2,25**



**MICHELIN**  
**FORCE 2,40**



**MICHELIN**  
**WILD 2,25**



**MICHELIN**  
**WILD 2,40**





***NEW, SUSTAINABLE PACKAGING***

***PREMIUM, QUALITY VALVES***

***VISIBLE, CLEAR MARKINGS***

***NEW SIZES***

		SECTION WIDTH IN mm				
		18/25	26/32	33/46	47/61	62/77
DIAMETER IN mm	622	A1	A2	A3	A4	A6
	584	B1	B2	B3	B4	B6
	559		C2	C3	C4	
	540			D3		
	490/507			E3		
	390/406			G3		
	340/349			H3		
	288/305			I3		
	194/203			K3		

# BIKE TIRES AND TUBES

## ECO-PACKAGING

### MICHELIN CHOICE:

 VEGETABLE INK  
APPLIED MINIMALLY

## MICHELIN'S ALL-SUSTAINABLE APPROACH

*In line with its Sustainability approach, Michelin adopted eco-packaging for its bike tires, which consists of:*

- 100% recyclable packaging that limits the use of plastic*
- Vegetable inks rather than mineral inks*
- Sustainable water-based glues and varnishes*



**700,000 PLASTIC BOTTLES SAVED<sup>(1)</sup>**

*per year by 2024 by switching from polypropylene to cardboard packaging*



**60% REDUCTION IN CO2 FOOTPRINT**

*<sup>(2)</sup> by reducing the inking rate*



**MICHELIN**

7.

***PARTNERSHIP AND COMPETITION***

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*WE SUPPORT THEM  
THEY WIN!*



**Sam Hill** The Legend  
▶ 5 DH World Champ  
▶ 3 World Champ ENDURO



**COFIDIS TEAM**  
8 nationalities - 31 riders

**COFIDIS WOMEN TEAM**  
7 nationalities - 11 riders

*Guillaume MARTIN: Climber Jersey La Vuelta*  
*Victor LAFAY: Giro Stage victory*  
*Jesus HERRADA: spanish champion*  
*Simon GESCHKE: top 10 Classic races*  
*Bryan COQUARD: top 10 Classic races*

*Pernille MATHIESEN: European champ road & CLM*  
*Valentine FORTIN: TOP 10 at Track Olympics*  
*Alana CASTRIQUE: Belgian champion*



**TEAM NUKEPROOF  
FACTORY RACING**  
2 Nationalities

*Sam HILL: The Legend (X5 DH World Champ, X3 World Champ ENDURO)*  
*Elliott HEAP: U21 World Champ 2018 And 4X Vice Champ 2019*  
*Kelan GRANT: 2 times irish enduro champion*



**WE SUPPORT THEM**  
**THEY WIN!**



**MS MONDRAKER**

**4 riders, 3 nationalities, 1 Redbull helmets**

Brook MACDONALD: Junior World Champ 2009 - Many podium in WC and CRANKWORKS - NZ CHAMP 2018  
Eleonora FARINA: Italian CHAMP 2019 & 2020 - Many podium in DH WC UCI - TOP 6 RIDER  
David TRUMMER: Vice-World Champ 2020  
Tuhoto ARIKI: Bronze Medal U19 World Champ 2021



**TEAM GT FACTORY**

**4 Nationalities**

Wyn MASTERS: DH CHAMP -TOP 15 EWS RIDER - CREATE A LOT OF CONTENT (280k insta)

Noga KOREM: MULTIPLE EWS PODIUM places

Katy WINTON: 6/6 TOP 10 EWS 2021

Ethan CRAIK: U21 WC DH overall 2020

Jessica BLEWITT: DH CHAMP - 2 PODIUM EWS 2021

Ryan PINKERTON: U16 DH CHAMP



**KMC ORBEA**

**5 nationalities, riders at Olympics**

Janika LOIV: TOP 10 at OLYMPICS

Luca MARTIN: U23 French Champ

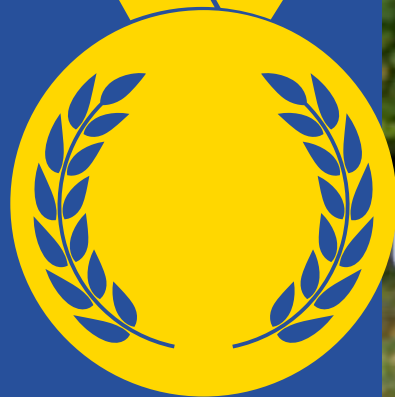
Malene DEGN: TOP 15 world cup

Sebastian FINI: Several Danish Champ

Eric HAEGSTAD: Norwegian champ

Pierre De FROIDMONT: top 60 world champ

**WE SUPPORT THEM**  
**THEY WIN!**



### **AND MANY OTHERS**

#### **Rider 404**

Team Orange Factory  
Team BH Gravity

#### **Slopestyle / Pumtrack**

Nicholi ROGATKIN: Multiple WINS at Slopestyle Crankworks  
Paul COUDERC: master of new tricks  
Tomas LEMOINE: many medals at Crankworks

#### **ENDURO**

Adrien DAILLY: EWS Vice-World Champ 2018  
Nicolas VOUILLOZ: 10 World Champ Titles

#### **Freeride:**

Cam ZINK: TOP 5 at RedBull Rampage  
Vinny T  
Ethan NELL  
PEF  
Louis REBOUL  
Adolf SILVA  
Carson STORCH  
Brage VESTAVIK : DH SWEDEN CHAMP/WINNER OF X GAMES MTB

#### **BMX:**

Sylvain ANDRE: 2018 WORLD CHAMP + MULTIPLE PODIUM PLACES IN EUROPEAN/WORLD CHAMP  
Axelle ETIENNE: 3 TIMES world champ + 7th at the olympics  
Marianne BELTRANDO: French/european/world champ u19

#### **BH Gravity – Mélanie PUGIN – Karim AMOUR:**

- ▶ E bike World Champ
- ▶ Multiple podium Places and EWS victories

#### **And many others...**

- ▶ Vincent TUPIN
- ▶ Ethan NELL
- ▶ Brage VESTAVIK – DH Sweden Champ – Winner of X-Games MTB (People Choice)

8.

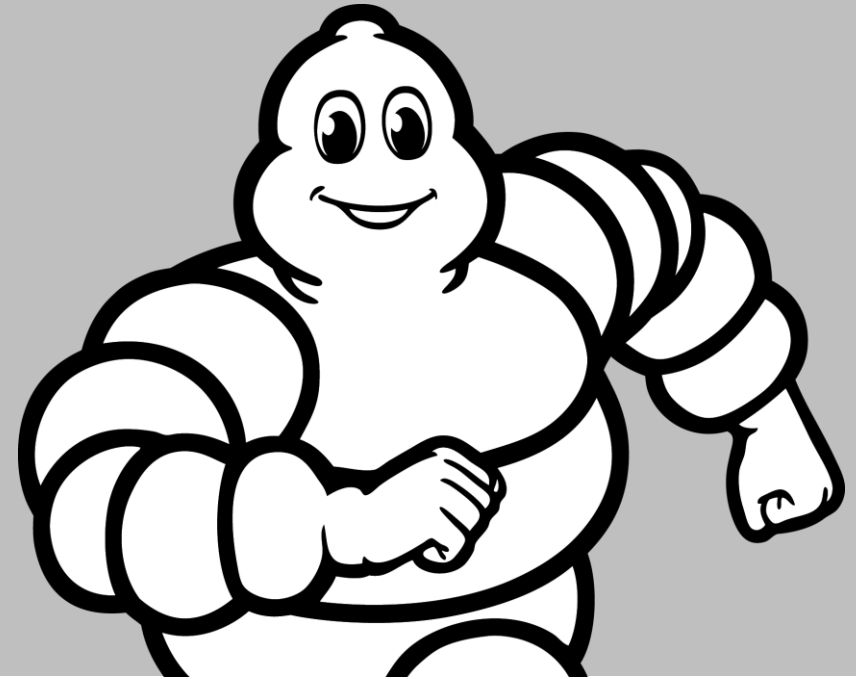
**MICHELIN BICYCLE RANGES**

**+ TEST RESULTS**



## *SPECIFIC LINES FOR EACH USAGE*

*At Michelin Bicycle we aim to provide products that enhance the performance of your bikes, **offering the best possible ride to customers.***



*RACING LINE*

▼  
Professional  
competition ranges.

*COMPETITION LINE*

▼  
Our premium tires offer the  
best performance for  
intensive use.

*PERFORMANCE LINE*

▼  
The most balanced  
performance for sports use.

*ACCESS LINE*

▼  
For occasional use.

## Road



## Gravel



## Cyclocross



## MTB XC



## MTB AM



## MTB E-Bike



## MTB Enduro



## MTB DH



## MTB Freestyle



## BMX



## MTB Leisure



## City



## Trekking



## Kids



# ROAD



## Racing Line



MICHELIN  
POWER  
TIME TRIAL

MICHELIN  
POWER CUP  
Tubular

## Competition Line



MICHELIN  
POWER CUP  
Tubeless Ready

MICHELIN  
POWER CUP  
Tube Type

MICHELIN  
POWER  
ALL SEASON

## Performance Line



MICHELIN  
LITHION 3

MICHELIN  
LITHION 2

## Access Line



MICHELIN  
DYNAMIC  
SPORT

MICHELIN  
DYNAMIC  
CLASSIC

# MICHELIN POWER RANGE ...

## PURE RACE

**MICHELIN  
POWER CUP**

Tubular - RACING LINE



**MICHELIN  
POWER TIME TRIAL**

Tubetype - RACING LINE



## ALL SEASON

**MICHELIN  
POWER all season**

Tubetype - COMPETITION LINE



## ALL YEAR TRAINING RACE

**MICHELIN  
POWER CUP**

Tubeless Ready - COMPETITION LINE



**MICHELIN  
POWER CUP**

Tubetype - COMPETITION LINE



## GRAVEL

**MICHELIN  
POWER  
adventure**

Tubetype  
COMPETITION  
LINE

New



**MICHELIN  
POWER gravel**

Tubetype  
COMPETITION LINE



## CYCLOCROSS

**MICHELIN  
POWER cyclocross MUD**

Tubular & Tubeless Ready

**MICHELIN  
POWER cyclocross JET**

Tubular & Tubeless Ready



*MICHELIN POWER CUP DNA  
VS  
MICHELIN POWER ROAD*

**ROLLING EFFICIENCY**

**+20 %**

*Optimization expected vs MICHELIN Power Road*

► *Reach the level of the market reference (Continental GP 5000)*

**WET GRIP**

**MORE GRIP**

*On the angle +3%*

**WEIGHT**

**20G LIGHTER**

*Than MICHELIN Power Road*

- *More reactive for sprints*
- *More efficient for climbing*

**RELIABILITY**

**SHOULDER CRACKS SOLVED!**

**+15% TREAD PUNCTURE  
RESISTANCE (BIG ONES)**



# MICHELIN POWER CUP

TUBULAR - RACING LINE



Achieve your goals with the MICHELIN Power Cup tubular

### Minimal rolling resistance\*

Thanks to the MICHELIN Gum-X compound and the latex insert and inspired by MOTO GP™ technology

*\*Compared to other tires within the MICHELIN Power range*

### Reliability

provided by MICHELIN High Density Shield technology

### Grip

Efficient handling and stability in both wet and dry conditions thanks to the MICHELIN Gum-X compound

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### Performance proven riders approved

The tires used by the Cofidis team for riding at monuments

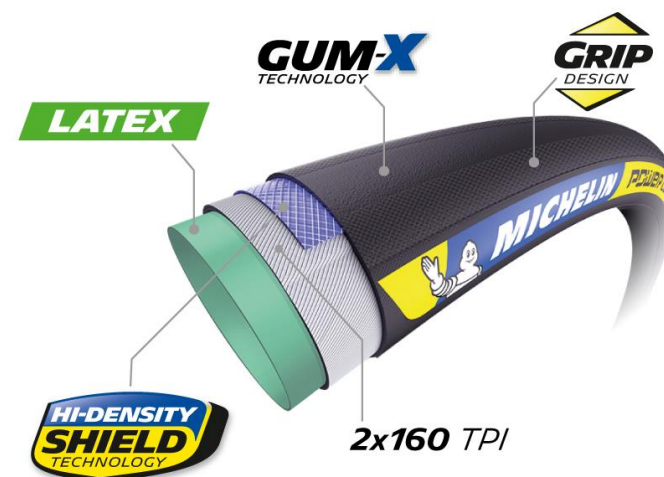
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Black sidewalls  
23 – 25 - 28



Classic sidewalls  
25 - 28



# MICHELIN POWER CUP

TUBELESS READY - COMPETITION LINE



Enhance your riding experience with the Tubeless Ready version of the MICHELIN Power Cup tire

### Rolling efficiency

Speed and comfort provided by MICHELIN Tubeless Ready technology, speed and efficiency inspired by MOTO GP™ technology

### Durability

Light and reliable thanks to the MICHELIN Tubeless Shield technology and 4x120 tpi casing

### Grip

Efficient handling and stability in both wet and dry conditions thanks to the MICHELIN Gum-X compound

---

### Performance proven riders approved

The tires used by the Cofidis team for riding at monuments

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Black sidewalls  
25 – 28 - 30



Classic sidewalls  
25 - 28



# MICHELIN POWER CUP

TUBETYPE - COMPETITION LINE



Inspire your confidence with the MICHELIN Power Cup tire for racing and training

### Rolling efficiency

Speed and efficiency inspired by Moto GP™ technology

### Durability

Light and reliable thanks to the MICHELIN Aramid Shield Technology and 3x120 tpi casing

### Grip

Efficient handling and stability in both wet and dry conditions thanks to the MICHELIN Gum-X compound

---

### Performance proven riders approved

The tires used by the Cofidis team for riding at monuments

---



Black sidewalls  
23 - 25 - 28



Classic sidewalls  
25 - 28



# GRAVEL & CYCLOCROSS



## Competition Line



MICHELIN  
POWER  
ADVENTURE

*New*

MICHELIN  
POWER  
GRAVEL

## Racing Line



MICHELIN  
POWER  
CYCLOCROSS JET  
Tubular

MICHELIN  
POWER  
CYCLOCROSS MUD  
Tubular

## Competition Line



MICHELIN  
POWER  
CYCLOCROSS JET

MICHELIN  
POWER  
CYCLOCROSS MUD

# MICHELIN POWER adventure

COMPETITION LINE



**New**

*Enjoy freedom beyond the road with the MICHELIN Power Adventure*

#### ROLLING EFFICIENCY

Experience fast rolling speed and efficient ride thanks to the smooth tread pattern center line and MICHELIN Gum-X technology

#### DURABILITY

Explore for longer with the MICHELIN Gum-X technology and MICHELIN Power Adventure tread pattern combination; the best wear performance of the MICHELIN Gravel range

#### PUNCTURE RESISTANCE

The MICHELIN Bead to Bead Technology and 3x100 TPI provides tough on- and off-road capability, helping the tire to last longer with extra protection and durability

*The test results of the MICHELIN Power Adventure will be available starting from September*



Black sidewalls  
30 – 36 - 42



Classic sidewalls  
30 – 36 – 42 - 48

**TUBELESS  
READY**

**DISC BRAKE  
READY**

**GUM-X  
TECHNOLOGY**

**BEAD to BEAD  
SHIELD  
TECHNOLOGY**

**3x100 TPI**



# MTB XC



# MICHELIN JET XC<sup>2</sup>

RACING LINE



The next generation MICHELIN XC race tire for quick  
**acceleration and momentum**

## FAST

The MICHELIN Jet XC<sup>2</sup> tire provides more speed thanks to its semi slick tread pattern\*

*\*Compared to the MICHELIN Force XC2 and MICHELIN Wild XC Racing Line.*

## GRIP/EFFICIENT

The MICHELIN Gum-X compound optimizes the balance between rolling efficiency and traction

## DURABLE

The MICHELIN CROSS SHIELD<sup>2</sup> casing provides extra pinch protection designed to prevent tread and sidewall damage

---

### Performance proven riders approved

The tires used by our XC pros for racing at the highest level!

---

29 x 2,25



# MICHELIN FORCE XC<sup>2</sup>

RACING LINE



The next generation of MICHELIN XC tire for **fast and nimble handling**, whatever the conditions

## VERSATILE

The MICHELIN Force XC<sup>2</sup> tire enhances control in a wide range of riding conditions thanks to the updated tread pattern with taller, wide-spaced knobs

## GRIP/EFFICIENT

The MICHELIN Gum-X compound optimizes the balance between rolling efficiency and traction

## DURABLE

The MICHELIN CROSS SHIELD<sup>2</sup> casing provides extra pinch protection designed to prevent tread and sidewall damage

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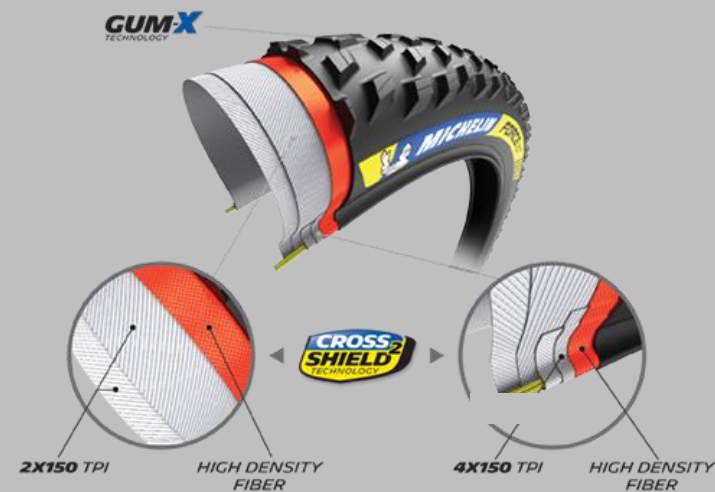
### Performance proven riders approved

The tires used by our XC pros for racing at the highest level!

---

29 x 2,10

29 x 2,25





# MICHELIN WILD XC

RACING LINE



The next generation MICHELIN XC race tire for more grip on rides off the beaten path.

## VIGOROUS

THE MICHELIN Wild XC tire provides maximum braking and responsive cornering inspired by MICHELIN Wild Enduro ranges.

## GRIP/EFFICIENT

The MICHELIN Gum-X compound optimizes the balance between rolling efficiency and traction

## DURABLE

The MICHELIN CROSS SHIELD<sup>2</sup> casing provides extra pinch protection designed to prevent tread and sidewall damage

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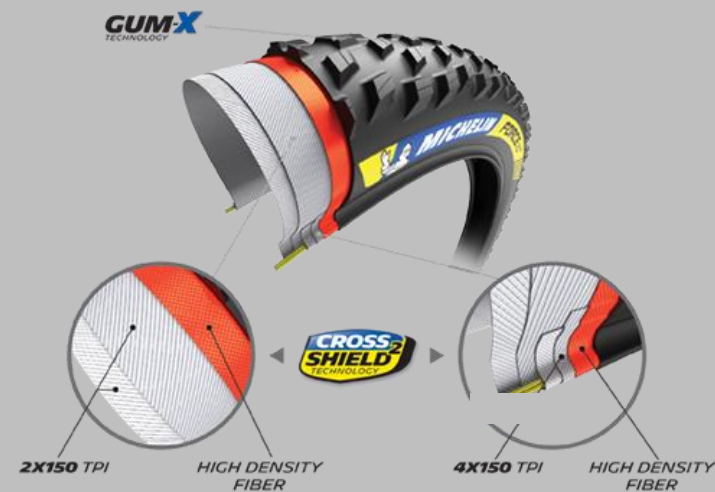
### Performance proven riders approved

The tires used by our XC pros for racing at the highest level!

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29 x 2,25

29 x 2,35



# MICHELIN FORCE XC<sup>2</sup>

PERFORMANCE LINE

29 x 2,10  
29 x 2,25



The MICHELIN Cross-Country tire for all riding conditions.

## VERSATILITY

Control in all riding conditions thanks to the MICHELIN Gum-X technology and the MICHELIN Force XC<sup>2</sup> Racing Line tread pattern.

## PUNCTURE RESISTANCE

Light and resistant thanks to the 3x60 tpi casing with puncture protection provided by the high density fiber layer under the tread.

# MICHELIN WILD XC

PERFORMANCE LINE

29 x 2,25  
29 x 2,35



The MICHELIN Cross-Country tire with confidence boosting grip.

## GRIP

Maximum grip on soft and mixed terrain thanks to the wide-spaced studs and MICHELIN Gum-X technology

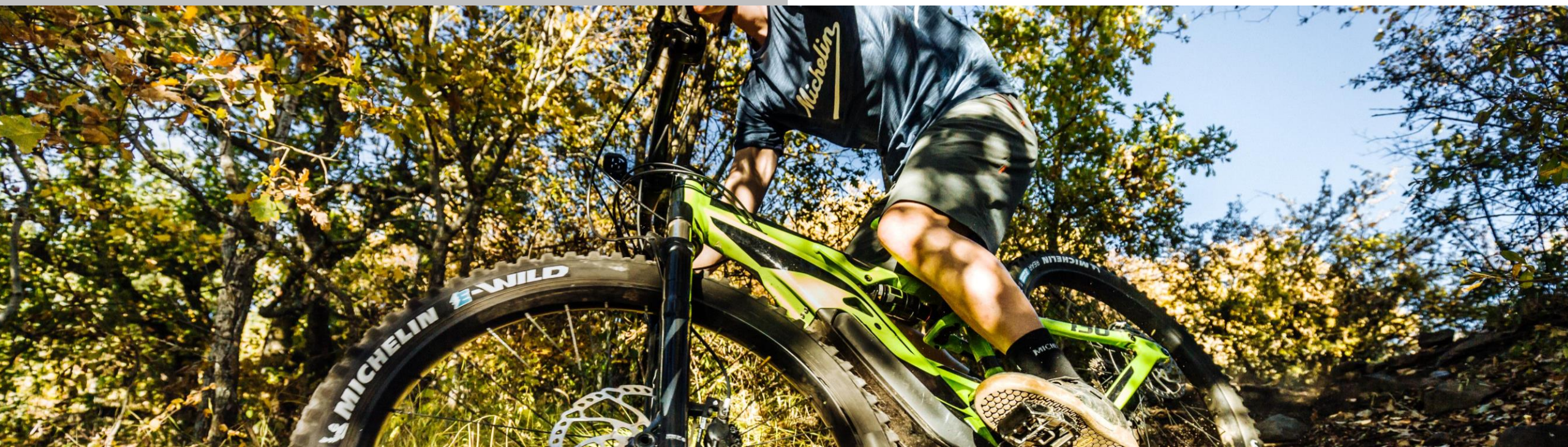
## PUNCTURE RESISTANCE

Light and resistant thanks to the 3x60 tpi casing with puncture protection provided by the high density fiber layer under the tread.

# MTB AM



# MTB E-BIKE



# MTB ENDURO



## Racing Line



MICHELIN  
WILD ENDURO  
FRONT  
**EBIKE**  
READY



MICHELIN  
WILD ENDURO  
REAR  
**EBIKE**  
READY

## Competition Line



MICHELIN  
WILD ENDURO  
FRONT  
**EBIKE**  
READY



MICHELIN  
WILD ENDURO  
REAR  
**EBIKE**  
READY



MICHELIN  
MUD ENDURO

# MTB DH



# *MTB FREE STYLE*



# BMX





# MTB LEISURE



*CITY*



# TREKKING



New





# KIDS



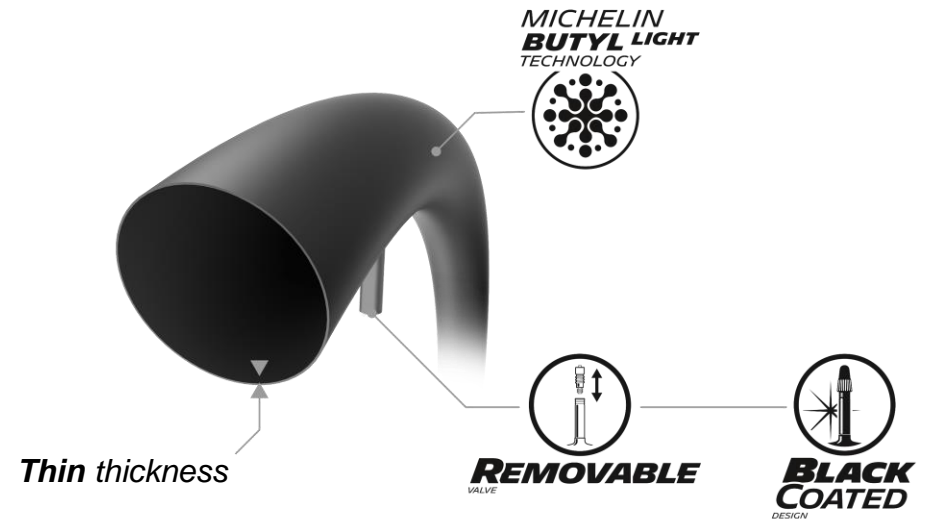


## **MICHELIN AIR COMP**

-  **Minimum weight**  
25% lighter than the same size  
MICHELIN Airstop tubes
-  **Smart valve**  
Black Presta valve compatible with  
valve extenders





## **THE BUTYL TUBE FOR LIGHTNESS**







## MICHELIN AIR STOP

-  **LONG TIME PRESSURE**  
Pressure hold  
Effective pressure hold through use of butyl
-  **Strength**  
Better puncture protection

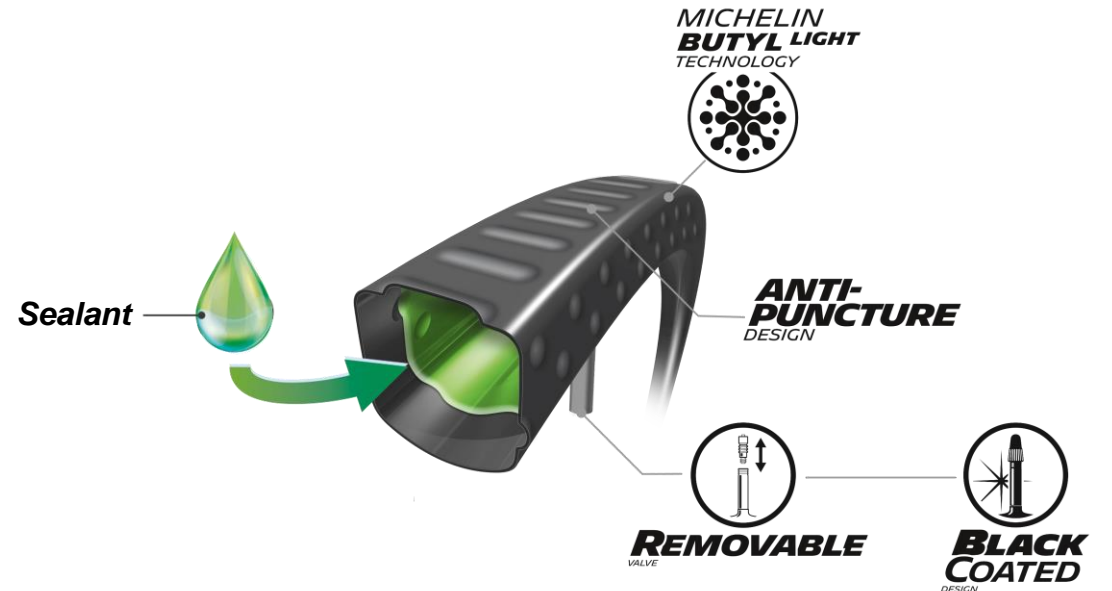
**THE MICHELIN TUBE BEST SELLER**

## MICHELIN PROTEK MAX

-  **LONG TIME PRESSURE**  
Guaranteed pressure  
The combination of liquid sealant and butyle technology ensures excellent pressure hold.
-  **Puncture protection**  
Thanks to an internal liquid sealant and a specific design.



**THE BEST GARANTEE OF KEEPING TIRES INFLATED FOR LONGER.**



**MICHELIN  
PROTEK MAX**

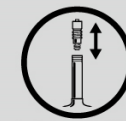
**MICHELIN  
AIR COMP**



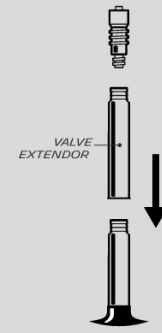
**BLACK  
COATED**  
DESIGN

**MICHELIN  
PROTEK MAX**

**MICHELIN  
AIR COMP**



**REMOVABLE**  
VALVE



**MICHELIN  
AIR STOP**



**SILVER**  
DESIGN

**MICHELIN  
AIR COMP**

**MICHELIN  
AIR STOP**

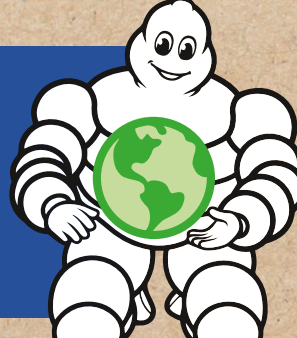
BEFORE



AFTER



# RECENT EVOLUTIONS CONCERNING MICHELIN INNER TUBES



## INNER TUBES **MARKING** AND **VISUAL** CHANGES

### **WHAT'S NEW ?**

- *ECO-DESIGNED PACKAGING*
- *NEW INNER TUBES VALVES*
- *INNER TUBES **MARKING** AND **VISUAL** CHANGES*

The marking of our inner tubes MICHELIN Air Comp and MICHELIN Air Stop has changed in order to our costumers **easily identified them.**

### **What has changed ?**

New color of the inner tube marking : from black/black molded marking **to a white on black printed marking.** → **visibility improvement** of our inner tube sizing

The smooth visual aspect has evolved due to the evolution of the technical manufacturing choices for a **more adherent marking surface and less CO2 emissions.**

→ **The quality and performances** (robustness and waterproofing) **remain the same**

Before:



After:





**THANK YOU!**  
**DON'T WAIT TO ORDER NOW!**

