



PRESS RELEASE

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Clermont-Ferrand, March 1, 2023

MICHELIN Power Adventure, the new gravel tire offering high-performance on roads and trails

- MICHELIN Power Adventure is aimed at cyclists who spend 80% of their time on roads and 20% on trails, thanks to a hybrid tread design
- Michelin is expanding its MICHELIN POWER line with this tubeless ready tire, which meets the needs of the most demanding cyclists
- A tire in search of high-performance, available in two colors to best match your bicycle

A unique tire for 80% road use and 20% trail use

At a time when gravel bikes are becoming increasingly versatile, Michelin is meeting cyclists' expectations and is offering a new product for 2023 - the MICHELIN Power Adventure. Supplementing the MICHELIN Power range, this tire is aimed at sports men and women in search of adventure, and who want low rolling resistance and excellent grip.



As the range's second gravel tire, the Power Adventure stands out from the MICHELIN Power Gravel tire thanks to its tread pattern, which is designed to offer high-performance on asphalt, while offering good grip on gravel. This tire is perfect for gravel fans, and more generally for bikepacking¹, trekking² and urban commuting³.

¹ Bikepacking is the minimalist version of bicycle touring, in which the cyclist only carries the minimum necessary.

² Trekking or trail biking

³ Urban commuting or cycling in the city



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MICHELIN Power Adventure combines high-performance and esthetics

Its tread design featuring small blocks and a smooth central spline, enables cyclists to ride on dirt or gravel trails, according to their desires. While the notched tread is suited for untamed trails, the slick central band enables cyclists to build up speed, while offering maximum grip on asphalt.

The new and exclusive rubber compound, Gum-X Technology, optimizes grip on dry and wet surfaces for added safety and better performance on roads. What's more, MICHELIN Power Adventure benefits from "BEAD 2 BEAD" technology, an additional protective layer surrounding the entire carcass, which offers very good durability. Finally, in terms of structure, the 3 x 100 TPI carcass is more lightweight and offers greater comfort, to ride with confidence for miles.

Apart from the high-performance it offers, MICHELIN Power Adventure is influenced by the pursuit of esthetics. With two different sidewall colors (black or classic), this tire will match and enhance your bike.



Available in a tubeless ready version, the MICHELIN Power Adventure is available from March, with a broad selection of sizes: 30-622; 36-622; 42-622; 48-622.

Photo gallery via this link:

<https://contentcenter.michelin.com:443/portal/shared-board/657abd51-fbb1-4520-bd90-643859431929>

About Michelin

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing, producing and distributing the most suitable tires for its clients' needs and uses; providing services and solutions to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 177 countries, has 124,760 employees and operates 68 tire production facilities which together produced around 173 million tires in 2021. (www.michelin.com).

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