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“

As a tool for both travel and pleasure, motorcycles transform in line with the uses and needs of their riders. Michelin is renewing all its tire ranges in order to accompany the change and to strengthen its role as the leader in two-wheeled mobility. ”

Edouard de Peuffelhox

Director of the Michelin Group Two-Wheeler Business Line

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CONTENTS

3 EDITORIAL

by Edouard de Peuffelhox, Director of the Michelin Two-Wheeler BL

4 WHAT'S NEW IN EICMA 2024

- 4 - MICHELIN Road W GT
- 6 - MICHELIN Power shift
- 9 - MICHELIN Enduro 2 range
- 12 - MICHELIN Bib Mousses

13 THE NEW TIRES LAUNCHED IN 2024

- MICHELIN Power 6
- MICHELIN Power GP2
- MICHELIN Power Supermoto
- MICHELIN Anakee Road

14 Presentation of MICHELIN, contacts





EDITORIAL

By Edouard de Peuffeilhoux

DIRECTOR OF THE MICHELIN GROUP TWO-WHEELER BUSINESS LINE

"Founded in 1889 by the Michelin brothers, the brand quickly recognized the potential of tires, which were then just simple rubber bands attached to bicycle wheels. Today, two-wheeled vehicles continue to play a central role in mobility and are fully integrated into Michelin's sustainable growth strategy.

Safety and innovation have always been the brand's strengths. In dynamic markets, to seize growth opportunities, Michelin continues to rely on these pillars, which have always distinguished it in the eyes of motorcyclists and manufacturers. In the "commuting" sector in Europe, where we are a leader, as well as in emerging markets where Michelin's presence is rapidly expanding, we offer innovative tires developed through digital simulation and data analysis. These tires contain exclusive materials designed by Michelin and have been tested using groundbreaking testing methods.

Our approach, based on a deep understanding of user needs, allows us to add value for our customers. In the "leisure" segment, increasingly appealing to female customers, we are evolving our tire ranges to support the growing pursuit of an outdoor lifestyle and the search for new experiences. For example, we are supporting the growth of "trails" with a new complete MICHELIN Anakee range. In the same spirit, we are launching the new MICHELIN Enduro 2 range, dedicated to competition and leisure.

Offering new tires tailored to evolving usage allows us to stimulate growth in Europe and North America, where Michelin is a leader, while seizing opportunities in emerging markets. Small-displacement vehicles are increasingly being replaced by motorcycles of 300 cc and above. With their ability to cover greater distances than just local trips, "users" are gradually becoming "passionate motorcyclists."

This evolution in needs and usage presents a real opportunity for our manufacturing partners. They are offering increasingly efficient and innovative vehicles at the intersection of shifting market segments.

To accompany these changes, Michelin continues to innovate and develop its wide range of exclusive technologies. Sports competition, particularly through MotoGP™ and MotoE™, drives innovation, enabling rapid technology transfer to mass production, as evidenced by the new products presented in the past two years at the EICMA show".

MICHELIN **ROAD W GT**

A new Michelin tire dedicated to an icon of motorcycle tourism: the HONDA Gold Wing.

The HONDA Gold Wing has been an icon of long journeys since 1975, blending Japanese DNA with American influences. As of its first model, the GL1000, it has stood out for its “long distance” characteristics. In 1987, it adopted a six-cylinder engine (GL1500), marking a major development. Today, the Gold Wing Touring (GL1800), launched in 2018, integrates the latest technologies to offer a driving experience that is even more accomplished.

In order to support its growth strategy in the two-wheeled vehicle segment, Michelin has chosen to directly address “wingers” and their emblematic motorcycle. As of November 2024, Michelin will launch its tire designed specifically for this motorcycle, the **MICHELIN Road W GT** tire. This new model has been created, taking into consideration the unique characteristics of the HONDA Gold Wing, its technical requirements, and the specific expectations of its owners. It combines mileage and safety, whether on wet or dry roads, while guaranteeing great versatility in use.



The new MICHELIN Road W GT tire will soon be available in three dimensions that can be fitted to most of the HONDA Gold Wings in circulation:

- > Front: **130/70 R 18 M/C 63H**
- > Rear: **180/60 R 16 M/C 74H**
- > Rear: **200/55 R 16 M/C 77H**



Extremely long life to go even further.

Thanks to its performances and comfort, the HONDA Gold Wing is known for its highest annual mileages. Its powerful flat-six engine (93 kW, 170 Nm) and its low center of gravity give it great agility, even on winding roads. This versatile use places almost-extreme stresses on the tires, especially when accelerating, braking, and cornering in quick succession.

To meet these requirements, Michelin has designed the new **MICHELIN Road W GT** tire with a reinforced structure, a tailored tread and silica-based rubber compounds. By pooling its expertise in the motorsports field, but also in road tires, Michelin today offers “Wingers” a performance made to last.

A group of Honda Gold Wing owners tested the **MICHELIN Road W GT** in a preview in June 2024 on the roads of Europe and the United States. 89% of these “Wingers” recommend the new Michelin tire, giving it an average rating of 4.5 out of 5. Additionally, 65% of them rated it 5 out of 5 for longevity.

A journey in complete safety, irrespective of the road type.

Intense heat, overcast sky, cold, rain and a drying road... a host of situations that bikers may encounter in just one day. The new **MICHELIN Road W GT** tire has been designed to accompany “Wingers” under these conditions, in order enhance their safety and allow them to enjoy themselves, even when the weather is unpredictable. Thanks to the **MICHELIN Water Sipe** technology, the front tire has specific sipes that allow better water evacuation, and associated with a new patented silica-based rubber compound for the rear tire the **MICHELIN Road W GT** provides great grip on wet surfaces.

The new 3-ply radial casing developed for the front tire has been designed to enhance control and allows the rider improved handling especially on dry roads. Lastly, the MICHELIN Aramid Shield technology (textile stiffener on the tire crown), is designed to be lighter, provides improved stability and maneuverability.

67% of the “Wingers” who tested the **MICHELIN Road W GT** last June highlighted grip on wet roads as a strong point of this new tire in their comments.



MICHELIN **POWER SHIFT**

Maxi-scooters are
adventuring out of town...
and the tires have
taken up the challenge.

The new MICHELIN Power Shift for maxi scooters, marketed in 2025, embodies a new philosophy where daily use meets sporting performance.

Michelin has in fact noted that maxi-scooter use is changing. These bikes are now no longer limited to daily journeys and are also used for trips out of town. Recent technological advances allow maxi-scooters to display riding behavior that is ever closer to that of a motorcycle. The latest electronic innovations render them safer and better performing, for getaways on two wheels.

In order to meet the expectations of this new breed of bikers, Michelin has designed a specific tire, the **MICHELIN Power Shift**, which is designed to deliver enhanced performance and versatility than "traditional" tires for scooters. This new tire replaces the MICHELIN Pilot Road 4 SC and MICHELIN Pilot Power 3 SC ranges, while simplifying the offer thanks to 3 dimensions that cover a significant portion of the market.



Control that is more fluid and stable.

Frequently used at high speed, modern maxi-scooters need stable tires, allowing them to follow a precise trajectory. In order to provide better rigidity when leaning, and thus increased stability when cornering, even when accelerating sharply, the new **MICHELIN Power Shift** tire benefits from the **Reinforced Radial X Evo** technology in its casing, and the 2CT+ technology in its tread.

It is by overlaying a strip of softer rubber across the shoulders on a harder layer that the **MICHELIN Power Shift** tire is designed to enhance grip when leaning without compromising on stability. Lastly, the Reinforced Radial X Evo technology, allowing for procuring an internal structure with variable rigidity and inspired by the tires on hypersports motorcycles, improves the grip on dry ground, the maneuverability, and the stability at high speeds.



“

These tires are much more incisive as of the first turn of the wheel, easier, more fun, and lighter when changing direction. I am also more stable when braking. ”

Erwan Nigon
(Michelin test rider/world endurance champion/Superbike champion France and Germany).



Designed for high performance, especially on wet ground.

For both everyday journeys and pleasure outings, which are often subject to the whims of the weather, Michelin has developed a multipurpose tire that guarantees both safety and pleasure, irrespective of the conditions. The **MICHELIN Power Shift** tire integrates a new rubber compound, drawn from Michelin's experience in motorcycle racing, offering great grip on both wet and dry surfaces. Its tread, inspired by the tires in the MICHELIN Power range, reflects a sporty spirit, whereas its new patented **Water Evergrip** designed to enhance safety in the rain. Lastly, benefitting from a "full-silica" technology, these new rubbers also provide safety in the rain, while effectively balancing lifespan and wet grip.



Improved lifespan.

The average annual mileage of a maxi-scooter is changing with their use. Studies show a constant increase over the last few years. Tire lifespan was therefore put to the challenge and became one of a rider's major preoccupations. In order to successfully meet this requirement, the **MICHELIN Power Shift** benefits from a new high-tech rubber compound, allowing the usage period to be increased by up to 15% compared to the previous generation of Michelin tires⁽¹⁾.



(1) The MICHELIN Power Shift compared to the MICHELIN Pilot Road 4 Scooter. Based on an internal study performed at Michelin Research and Development Center in Ladoux (Cébazat, France) in October 2023. Lifespan estimated on the basis of compound data.

RANGE **MICHELIN ENDURO 2**

The development of tires for World Champions.

The MICHELIN Enduro Medium, Hard and Xtrem tires, which have won over 40 World Championship titles since 1987, will be replaced as of November 2024 by the new MICHELIN Enduro 2 range. As before, this new range is available in three versions in order to meet the specific needs of the discipline's riders:

MICHELIN ENDURO MEDIUM 2 :

This new tire improves the riding experience on all terrains, thanks to its level of grip and great maneuverability. It is also more resistant than its predecessor².

MICHELIN ENDURO HARD 2 :

This tire is intended for riders seeking performance, determined to improve their times on each lap thanks to increased grip and a high level of stability.

MICHELIN ENDURO XTREM 2 :

Intended for experts in the discipline. This true racing tire has been developed in collaboration with the official Red Bull and KTM teams in particular, as well as with Sherco.

(2) MICHELIN Enduro Medium 2 compared to MICHELIN Enduro Medium in an internal study performed in December 2023 & May 2024 in Saint Agoulin and Fourques (France) with a KTM 450 EXC-F & a YAMAHA 450 YZF.

RANGE **MICHELIN ENDURO 2**

A better response to rider expectations.

In order to successfully meet the expectations of the discipline's practitioners, the new **MICHELIN Enduro 2** range focuses on the combination of grip and sturdiness, thus reaching a hitherto unseen balance between these two characteristics.

The **MICHELIN Enduro 2** range will be available on the market from November 2024. With four dimensions, Michelin meets the needs of all endurance riders: By choosing the specifications in accordance with their competition route and skills, the Enduro rider can give preference to sporting pleasure or, conversely, focus on greater competitiveness.

MICHELIN ENDURO MEDIUM 2 (green stripe)

- > Front: 90/90 - 21 M/C 54R ENDURO MEDIUM 2 F TT
- > Front: 90/100 - 21 M/C 57R ENDURO MEDIUM 2 F TT
- > Rear: 120/90 - 18 M/C 65R ENDURO MEDIUM 2 R TT
- > Rear: 140/80 - 18 M/C 70R ENDURO MEDIUM 2 R TT



MICHELIN ENDURO HARD 2 (yellow stripe)

- > Rear: 140/80 - 18 M/C 70R ENDURO HARD 2 R TT



MICHELIN ENDURO XTREM 2 (white stripe)

- > Rear: 140/80 - 18 M/C 70M ENDURO XTREM 2 NHS R TT



Improved grip throughout the life of the tire³.

The first element on which the Michelin engineers focused when developing the new **MICHELIN Enduro 2** range was the tire tread, designed using the exclusive MICHELIN Adaptive Design technology. It comprises V-shaped blocks that give a 20% increase in grip⁴ compared to the previous range, in all types of use. The innovation also lies in the choice of materials: thanks to the MICHELIN Carbon Black technology, the new **Enduro 2 range** integrates a new generation of carbon black providing greater grip over time.

Greater maneuverability and more control.

Again, thanks to this new tread from the MICHELIN Adaptive Design technology, the new **Enduro 2 range** is more maneuverable, to the benefit of riding pleasure. The rubber blocks, spread in a V pattern over the tread, have a different shape depending on their position, thus allowing better traction and lean angle predictability.

In addition, thanks to the use of a harder rubber on the side walls, compared to the previous model, the **MICHELIN Enduro 2** tire provides improved stability and more precise riding, for better control even in the most difficult conditions. The rigidity spread, tailored to each area of the tire, allows for efficiently absorbing impacts and stresses, thus reducing the vibration and jerks felt in the handlebars.

Lastly, these effects are exacerbated on the **MICHELIN Enduro Hard 2** as, thanks to the MICHELIN Bias Belted technology, which provides greater rigidity

to the structure, The Michelin engineers have designed a solution aimed at achieving a high level of stability.

A range developed with the official teams and riders.

To renew the tires that have been world champions on multiple occasions, Michelin worked in collaboration with the main riders and constructors in the world endurance championship, such as Red Bull and KTM, Sherco and Husqvarna.

Test sessions took place over the last few months in order to refine the development of the tires and validate the technological advances.

We would point out that the official riders will compete in the championships on the new **MICHELIN Enduro 2** range. Furthermore, Michelin was present at the Gotland Grand National in Sweden. This legendary enduro race took place from 24 to 26 October 2024. The winner was riding on the new **MICHELIN Enduro 2** tire. The riders' comments were very positive, the improvements in terms of performance were acknowledged and scored as they speak for themselves.

In line with its strategy, which consists in strengthening its technical partnerships for OEM fittings, Michelin is working with constructors such as Triumph and Stark Future. Other constructors will equip their motorcycles with **MICHELIN Enduro 2** tires in the coming months.

The new **MICHELIN Enduro 2** range is optimized for the use of **MICHELIN Bib Mousse**.



(3) MICHELIN Enduro Medium 2 compared to MICHELIN Enduro Medium in an internal study performed in December 2023 & May 2024 in Saint Agoulin and Fourques (France) with a KTM 450 EXC-F & a YAMAHA 450 YZF.
(4) Internal study performed between December 2023 and May 2024 in Saint-Agoulin and Fourques (France) with a KTM 450 EXC-F and a YAMAHA 450 YZF. MICHELIN Enduro Medium 2 and MICHELIN Enduro Medium tires.

NEW MICHELIN BIB MOUSSE™

A Michelin technology that makes the difference when racing.

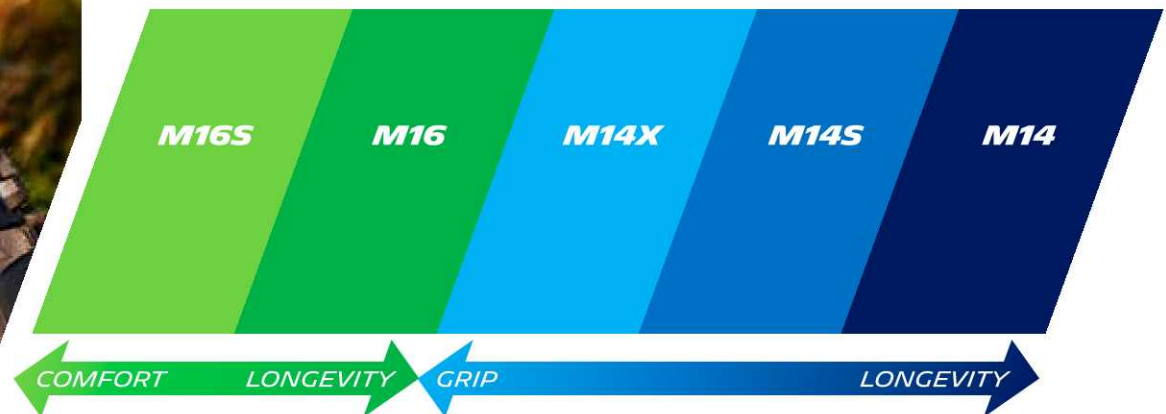
MICHELIN Bib Mousse was invented in 1983 to prevent punctures during rallies and all-terrain motorcycle competitions. Born from a simple idea, replacing the inner tube with a foam ring, it is nevertheless highly technological. MICHELIN has had to demonstrate great mastery over materials in order to elaborate this and have it developed further.



A perfectly mastered foam content equivalent to a low pressure, combined with high resistance to flexing and high heats in order to maintain all its qualities until the end of the competition. This is the equation that the Michelin engineers had to solve once again in order to design the new **MICHELIN Bib Mousse** range suited to motorcycles that are higher performing and more powerful.

The new **MICHELIN Bib Mousse** range, integrating the Bib Mousse Gel technology, has been designed to optimize the operation of tired from the **MICHELIN Enduro 2** range, in terms of grip and maneuverability. Compared to the previous generation, it also benefits from a longer lifespan and greater sturdiness.

Developed with the help of professional riders, who made a major contribution to refining, in particular, the **MICHELIN Bib Mousse M16S, M14S and M14X**, it consists of multiple specifications focused on the following properties:



**THE NEW MICHELIN BIB MOUSSE GENERATION
WILL BE AVAILABLE
ON THE MARKET AS OF 2025**

THE NEW MICHELIN TIRES LAUNCHED IN 2024

Within the framework of renewing its motorcycle tire ranges, Michelin has launched four new items, on two major segments of the motorcycle market.

SPORTS AND HYPERSPORTS

For motorcycles in the most important segment on the market, Michelin launched two new items in 2024:

MICHELIN POWER 6



Designed for sports motorcycles over 300CC, this tire represents a technological breakthrough compared to its predecessor, the MICHELIN Power 5. The **MICHELIN Power 6** tire has a new asymmetrical and directional tread, which is more effective and better performing in all weather conditions. Benefitting from both the “full-silica” (Michelin Silica Technology) rubber compound and the 2CT+ (2 Compounds Technology), it combines a long lifespan with a grip level when leaning that is significantly increased compared to its predecessor. The design is meticulous and contributes to the overall motorcycle esthetics, thanks to the use of the exclusive Michelin Premium Touch Design technology for a velvet effect on the tire sidewalls.

MICHELIN POWER GP2



Intended for both road use and “track days”, this new hypersport Michelin tire is evolving in line with Michelin’s experience in the FIM MotoGP™ World Championship. It is better performing on dry ground than its predecessor thanks to a low groove rate (only 6.5%), which allows for increasing the rubber surface in contact with the ground. The use of “full-silica” (Michelin Silica Technology) rubber compounds in the central area of the tread, coupled with the latest generation carbon black on the tire shoulders (MICHELIN Carbon Black Technology) allows for improving the grip on dry surfaces both in a straight line and when cornering. Lastly, the use of an Aramide® belt and a new structure (Michelin Radial XEVO) is designed to enhance precision and stability.

MICHELIN POWER SUPERMOTO



Designed to provide riders in the Supersmoto category (125 to 450CC) with grip and maneuverability, in addition to a good lifespan, this new tire also benefits from Michelin’s experience in the FIM MotoGP™ World Championship, especially with regard to the Soft and Medium compounds. It promotes drive and procures a strong grip on dry ground, but also in the earth parts, regardless of the rider’s level. It is 20% lighter than its predecessor, while being just as resistant. As of today, Michelin is the only one to offer a 16” fitting in the front (in addition to the classic 16.5”). The rear tire is available in a 17” diameter. The **MICHELIN Power Supersmoto** is dedicated to racing and is not homologated for road use. The use of tire warmers is designed to enhance the tire performance as of the first corner.

TRAIL

MICHELIN ANAKEE ROAD



Displaying a growth rate of 50% in under 10 years, the trail segment is now among the most dynamic. Motorcycles that are both extremely versatile and powerful, trail bikes lend themselves to a very varied use, from the “daily commute” to long motorcycle trips. As their use purely on the roads is growing, the need for a safe and performing tire on the road, with a “trailblazer” esthetic was both a priority and an opportunity that Michelin decided to grasp. The new **MICHELIN Anakee Road** tire completes a range that so far comprised two treads more focused on off-roading: Anakee Adventure and Anakee Wild. Taking inspiration from the bestselling MICHELIN Road 6, the new **MICHELIN Anakee Road** offers a design perfectly suited to trail bikes while simultaneously offering great grip on wet and dry ground, a long lifespan and great stability. The motorcycles in this segment have become lighter over the generations, but their size and look remain imposing. Michelin has designed the new **MICHELIN Anakee Road** tire to be in harmony with the style of these motorcycles.

Photos and videos available on:



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About Michelin

Michelin is developing world-leading manufacturing of composites and experiences that transform our everyday lives. A pioneer in the science of materials for over 130 years, Michelin relies on unique expertise to make a significant contribution to human progress and to a more sustainable world. Thanks to its unequalled mastery of polymer composites, Michelin is constantly innovating in order to produce high quality tires and critical components for demanding sectors such as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care taken with its products and its intimate knowledge of their uses allow it to provide its clients with exceptional experiences, whether these are solutions based on data and artificial intelligence for professional fleets, or the discovery of remarkable restaurants and hotels recommended by the MICHELIN Guide. (www.michelin.com)

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