

# *MICHELIN **EVOBIB***

September 28, 2023



Nicolas Reboul  
*OE sales director for agriculture tyres*





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## **Agriculture challenges for tomorrow**

### ***GROWING POPULATION***

Global population : +24%

Need for food : + 69%

### ***CLIMATE CHANGE***

More frequent extreme conditions

### ***URBAN MIGRATION***

Consolidation of the farming industry

Improving productivity and yields





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## MICHELIN and agriculture tyres

**1979: FIRST AG RADIAL TYRE**

MORE THAN **250** AGRICULTURAL EXPERTS



**LADOUX AND MAGOG**

**OEM** = HOMOLOGATION AND  
COLLABORATION





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## **MICHELIN EVOBIB**

***TRACTION***



***SOIL  
COMPACTION***

***FUEL  
CONSUMPTION***



***THANK YOU***





# *MICHELIN* **EVOBIB**

September 28, 2023





- **Anne-Laure Fraenkel**, *Project coordinator for agriculture tyres*
- **Olivier Coulomb**, *Director R&D for agriculture tyres*
- **Vincent Morin**, *Marketing manager for high-power tractors*





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## **Choosing your tires is like choosing a pair of shoes**



To optimize their performances,  
athletes choose appropriate shoes.

**So why don't you do the  
same with your tires?**



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## MICHELIN EVOBIB, the R&D challenges





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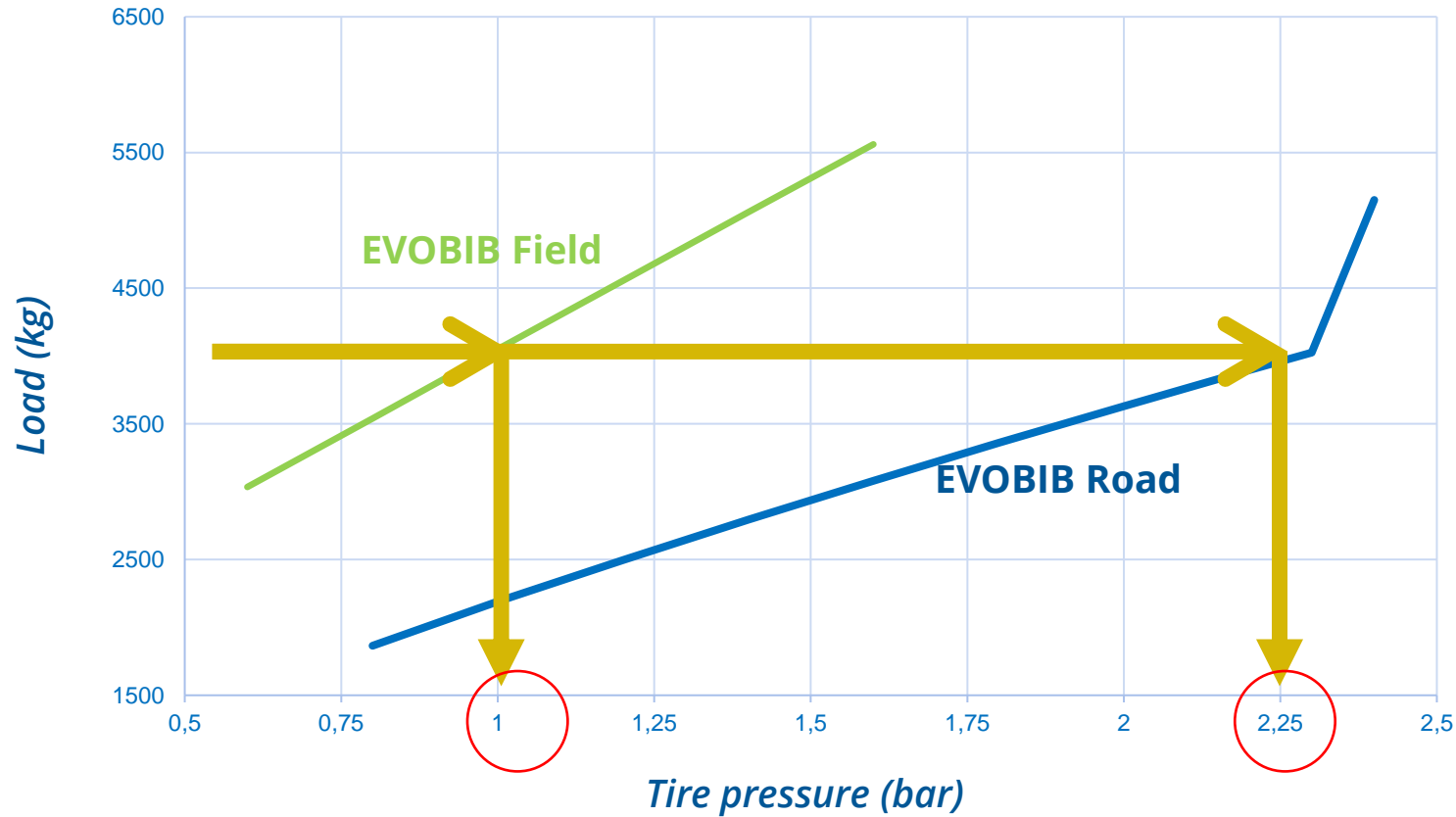
## **An evolutive profile to adapt to two uses**





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## A tire that needs to respond to two different operating pressures



### ON THE ROAD:

Optimized wear and reduced consumption

### IN THE FIELD:

maximized traction and minimized compaction



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# *MICHELIN* **EVOBIB**

- A new tread
- The importance of the materials



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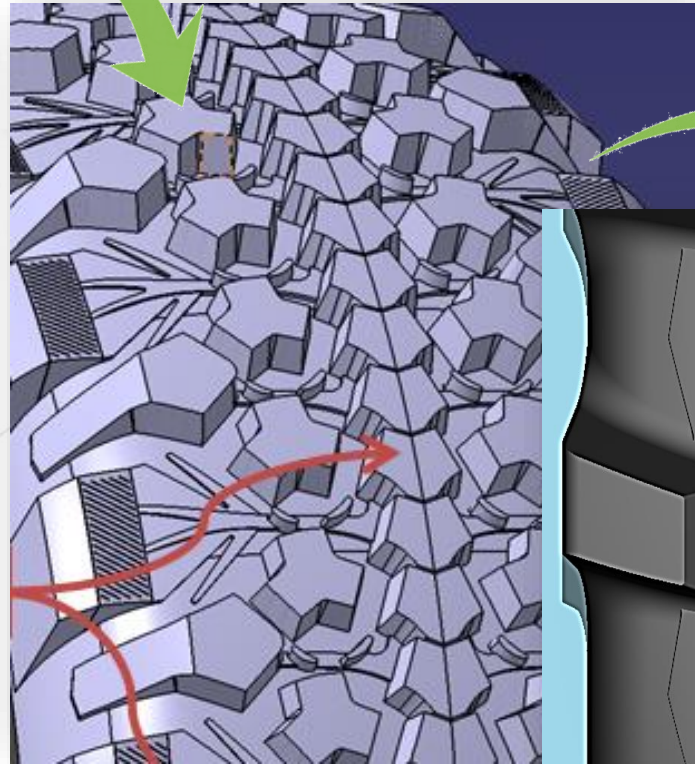
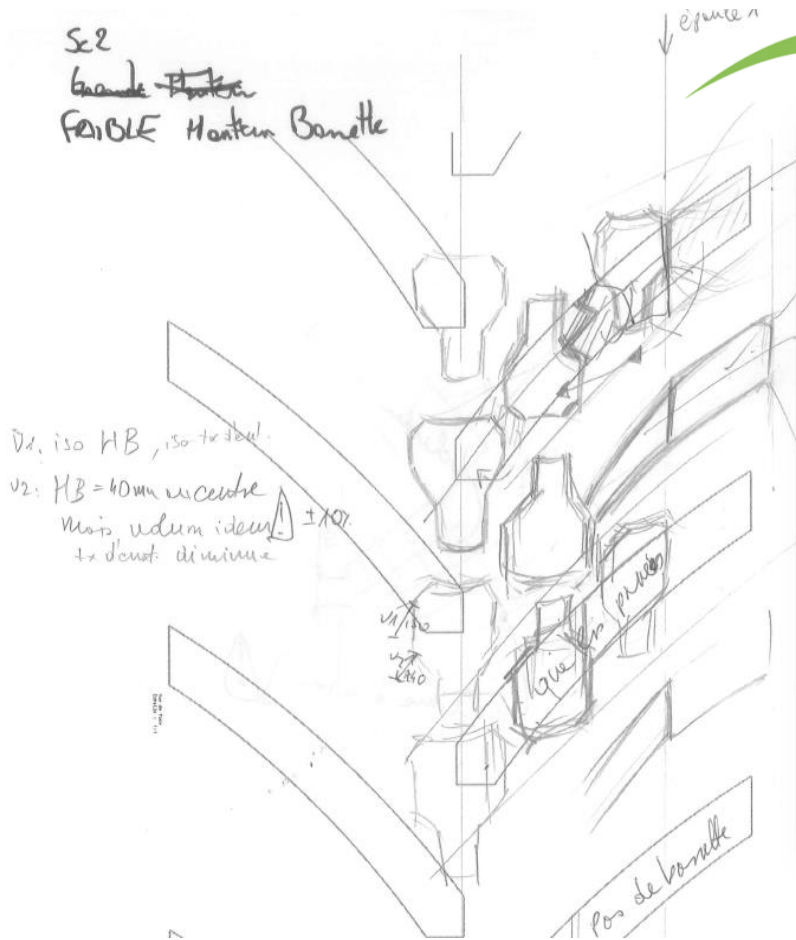
## A NEW TREAD





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## From the idea to an actual tire





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## A new tread design

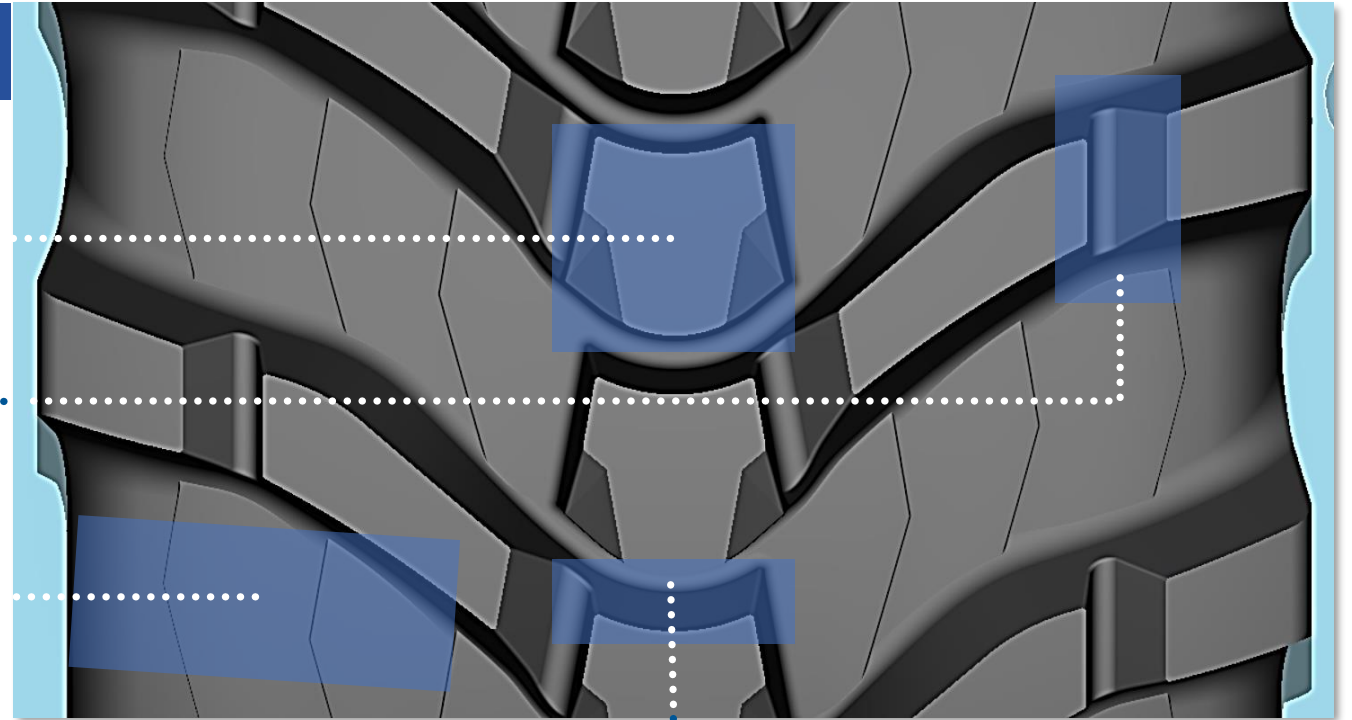
**NEW**

Longevity, lifespan .....

Reduced consumption .....

Self-cleaning .....

Traction/comfort: Large space between the lugs .....





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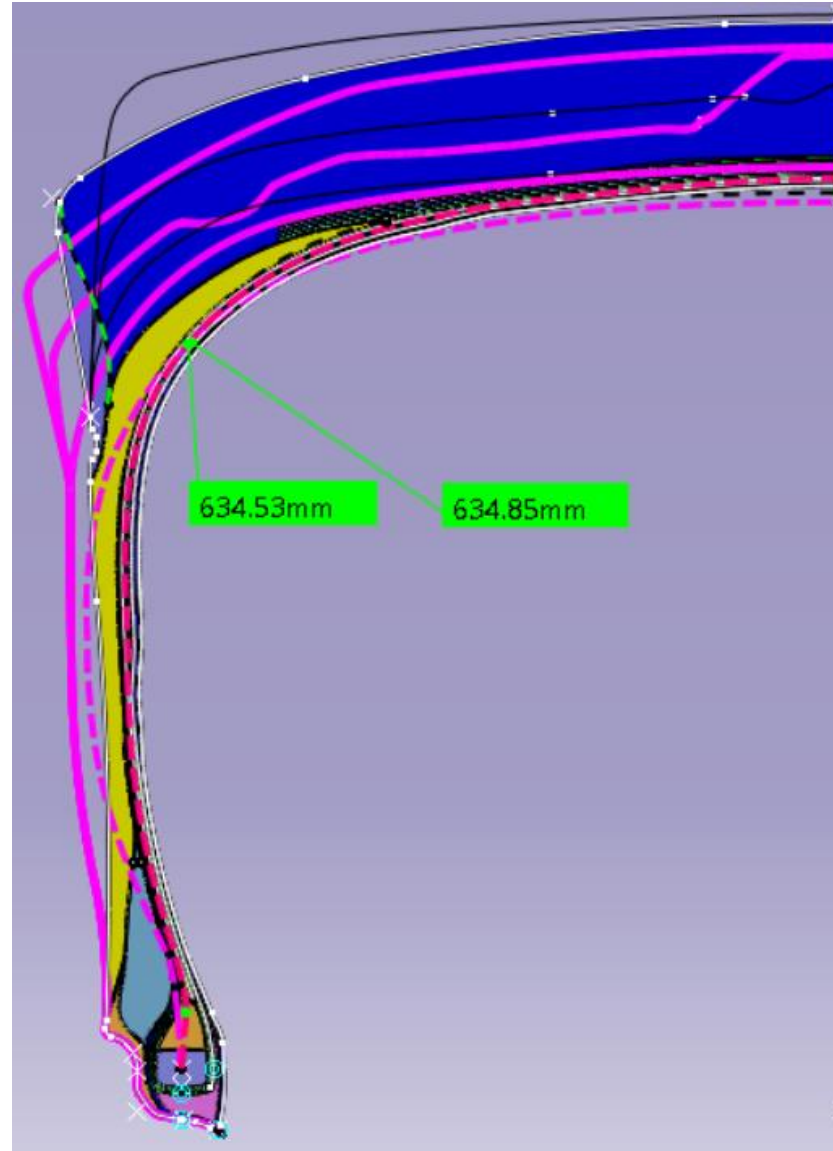
# THE IMPORTANCE OF THE MATERIALS





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## Materials: a complex assembling





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## The industrialization challenge





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## **MICHELIN EVOBIB performances**

ON THE ROAD...

...IN THE FIELD





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## An optimized footprint both on the road and in the field

### ROAD

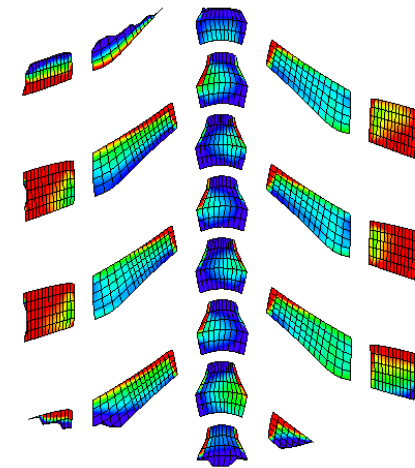
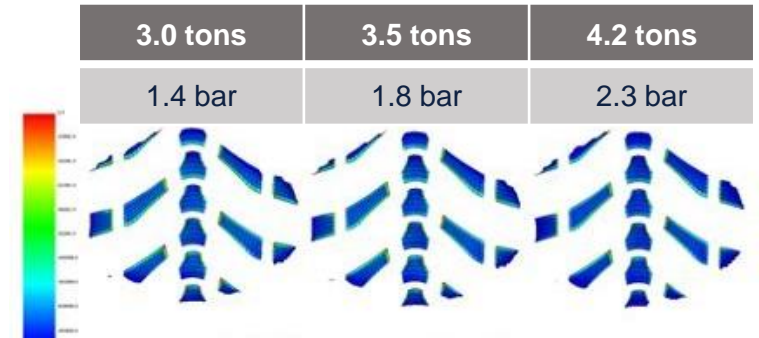
- Limit fuel consumption
- Increase lifespan, uniform pressure

### FIELD

- Bigger footprint
- More pressure in the shoulders to improve traction

### 2-in-1

**+47%\* footprint between road and field**



Red = greater pressure

*Footprint by calculations*



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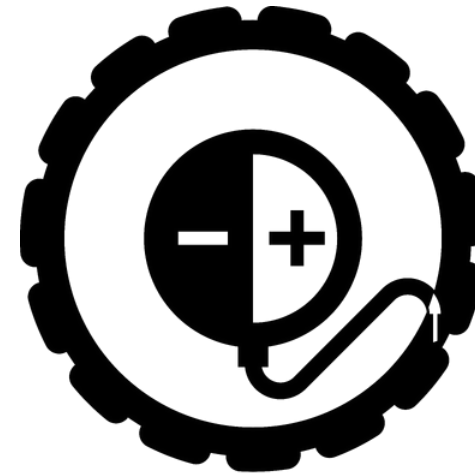
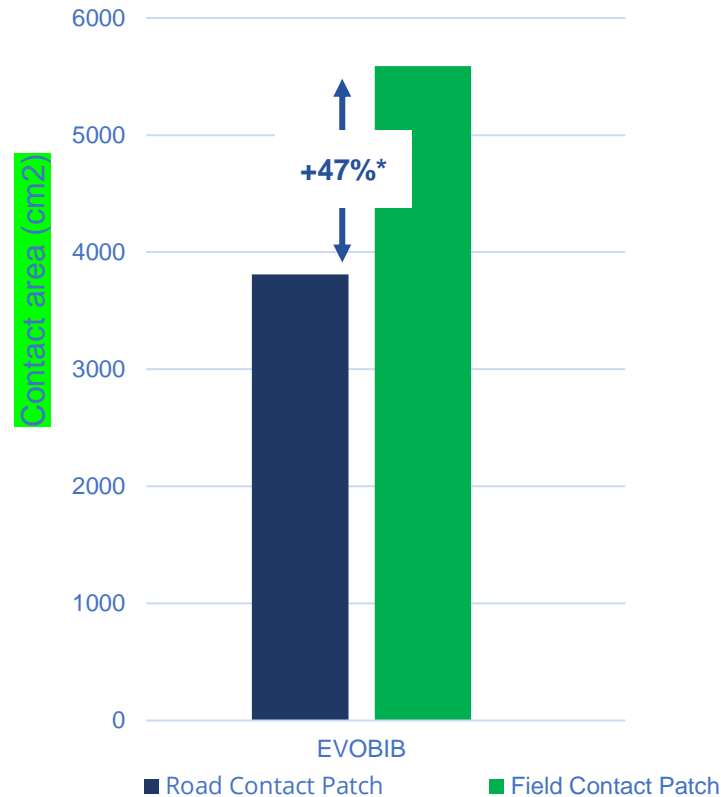
\* Michelin internal test made in Ladoux - France in September 2021, comparing MICHELIN EVOBIB and MICHELIN AXIOBIB 2. Size: VF 710/70 R 42; Load per tire: 5,300 kg; Road speed: 65 km/h; Field speed: 30 km/h.



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## The biggest contact zone difference between road and field

Developed specifically for use with CTIS



**CTIS**

AXIOBIB 2

MACHBIB

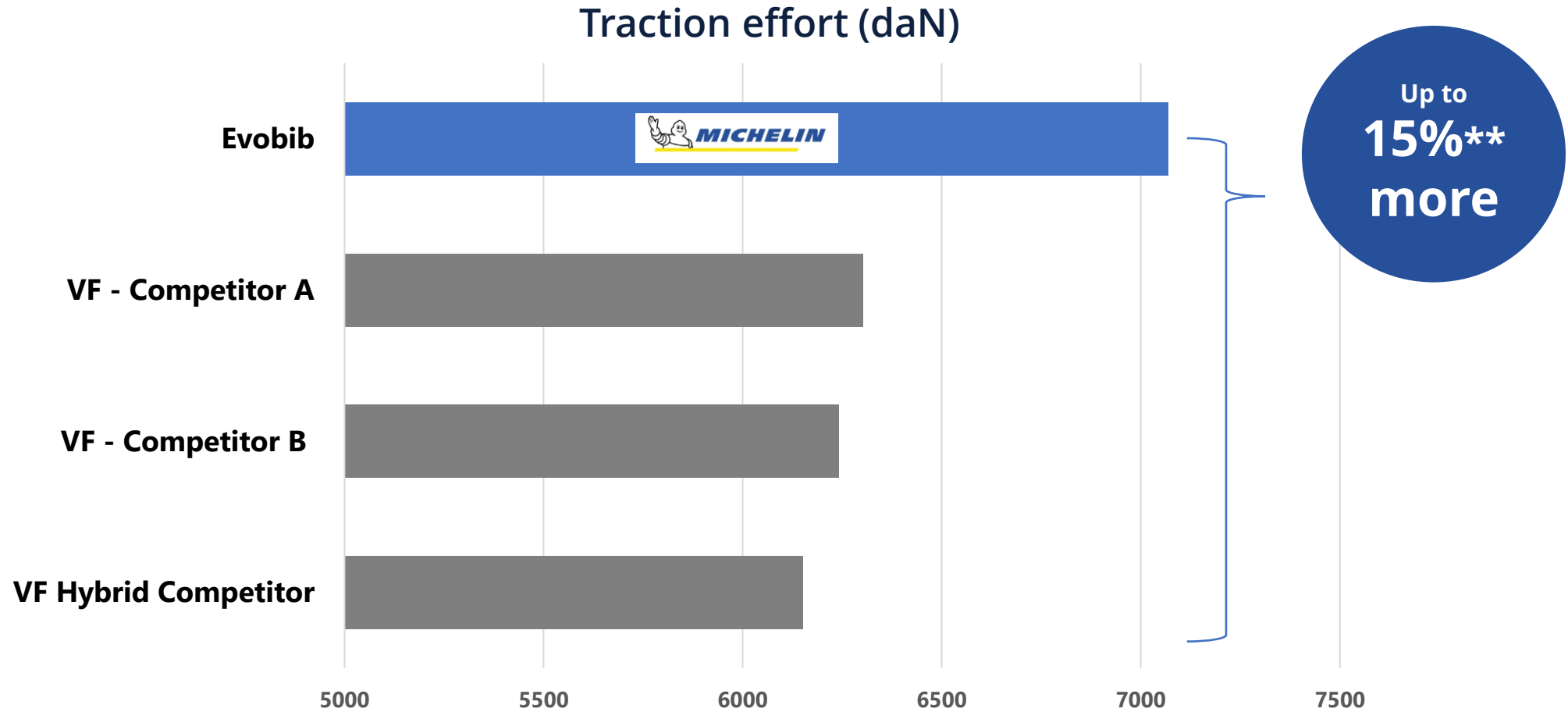


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## Traction VS. competitors



\*\*Michelin internal test made in Pagnant - France in November 2021, comparing MICHELIN EVOBIB with a competitor's VF hybrid tread tire and MICHELIN AXIOBIB 2 of the same size. Size: VF 710/70 R 42; Field study under real operating conditions carried out by Michelin on a tractor; Load per tire: 4,300 kg; Using manufacturers' recommended inflation pressure; Soil type: wet corn stubble. Results may vary.





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## Fuel consumption VS. competitors

**- 2 liters  
per hour \*\*\***





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## **One use, one MICHELIN tire**

**Over 80%  
in field**

***MICHELIN AXIOBIB 2***



**20% to 80%**

***MICHELIN EVOBIB***



**Under 20%  
in field**

***MICHELIN ROADBIB***





**MICHELIN EVOBIB**

## Commercial launch

### > January 2023

VF 600/70 R30 PFO | VF 710/70 R42 PFO

### > October 2023

VF 650/60 R34 PFO | VF 650/65 R34 PFO | VF 710/75 R42 PFO

## Homologation

- > Fendt 700
- > John Deere 6R
- > Massey 8S
- > Valtra Q
- > Case/New Holland





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## Test on track



**François Dousson and Cedric Tatuszka**

Performance analysts, specialty tire test team

