



PRESS RELEASE

GROUP

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MICHELIN Primacy⁵, the tire designed for sedans and SUVs, innovates for greater performance and lower environmental impact

- MICHELIN Primacy⁵ significantly increases lifespan compared to its predecessor (+18%) ⁽⁴⁾ while maintaining a very safety level on wet surfaces, both new and when worn.
- Lifespan, noise reduction, and improved energy efficiency (-5% vs. MICHELIN Primacy 4+) ⁽⁶⁾ allow the MICHELIN Primacy⁵ to meet the needs of all vehicle motorization types.
- With a 6% reduction in environmental impact according to the life cycle assessment (LCA), MICHELIN Primacy⁵ is perfectly in line with the Michelin Group's "All Sustainable" strategy.

Developing a new tire or new generation of tires means overcoming multiple challenges.

Improving on one or two items without degrading the other performances is an amazing feat, but simultaneously making advances on lifespan, rolling resistance, comfort, and noise, and all while being more respectful to the environment and maintaining a high level of safety requires a great deal of know-how and major investments into research and development.

The MICHELIN Primacy⁵ tire, a considerable increase in lifespan while maintaining high safety from the first to the last mile

As part of a sustainable approach, it's essential to offer a tire with excellent lifespan, a very high-performance level, and perfectly safe usage. It is the guarantee that the consumer can use their tires in complete safety from the first to the last mile. According to two surveys ⁽¹⁾ conducted in 2023 for Michelin in Europe, the United States, and China, this is also among motorists' main expectations, regardless of their vehicle type.

Thanks to a new patented tread pattern, a deeper-channeled tread (+13%) ⁽²⁾ allowing optimum water evacuation and the use of latest-generation functional elastomers, MICHELIN Primacy⁵ is A-rated according to the European standard. It increases safety by 4% on wet surfaces when new ⁽³⁾. Its increased lifespan (+18%) allows for driving for longer, approximately 7,000 km (≈ 4,350 miles) further than its predecessor ⁽⁴⁾, in complete safety, for both daily journeys and long family trips.

This increased lifespan is even more important in the knowledge that many vehicles are now heavier and more demanding, with a direct effect on tire wear. With a high-performance level both new and when worn, MICHELIN Primacy⁵ can be used for longer. This is a factor that contributes to reducing its environmental impact by 6% according to the tire life cycle assessment (LCA).



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With the development of electric vehicles, noise and comfort are now factors that are ever more prized by consumers. MICHELIN Primacy⁵ continues the heritage of the MICHELIN Primacy ranges, integrating Michelin's knowledge on reducing interior noise and optimizing comfort: work to design the new tread pattern, and, for each tire size, uniform positioning of the blocks and sipes, allowing the MICHELIN Primacy⁵ to achieve an excellent external noise and comfort level, and a reduction in interior noise.

Michelin's environmental approach wants to appear pragmatic and globalized.

In order to continuously reduce its environmental footprint, Michelin is carrying out an assessment (LCA) for each of the 5 life-cycle stages for each new range: development, manufacture, transport, usage and end of life.

Before being marketed, each new tire must be better performing and more efficient than its predecessor. MICHELIN Primacy⁵ thus improves its LCA by 6% in comparison to the previous generation, thanks in particular to the combined improvement in its lifespan ⁽⁵⁾ (+18%) and rolling resistance (+5%) ⁽⁶⁾.

MICHELIN Primacy⁵, the tire developed to perfectly suit the characteristics of saloons and SUVs, regardless of their engine type

In the desire to have all car drivers profit from its latest technological advances, all the Michelin ranges must, depending on their specifications, benefit from these innovations. MICHELIN Primacy⁵ is a perfect example of this. It provides a level of requirement matching that expected of a saloon or SUV, whether this is a combustion engine, hybrid, or electric vehicle, combining lifespan, torque, range, weight, noise, and better environmental respect.

In this way, the Group is developing a global tire approach for cars and allowing its customers to choose their tires in accordance with their needs and not their car's power source.

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The technologies in the MICHELIN Primacy⁵ tire

MICHELIN Primacy⁵

TECHNOLOGIES



MICHELIN EVERTREAD TECHNOLOGY
Void Ratio over 13% vs MICHELIN Primacy⁴⁺ in new and worn with optimized lateral grooves edges, enhancing water evacuation.



MICHELIN EVERGRIP TECHNOLOGY
This tire contains next-generation functional elastomers providing excellent wet braking performance from the first to the last kilometer⁽¹⁾⁽²⁾, without compromising its longevity.



SILENT RIB GEN-3
Multi zoning void tuning for smooth ride. The intermediate ribs are designed to reduce vibration giving great noise reduction for a quiet and comfortable drive.



MAXTOUCH
Maximize contact with the road and evenly distribute the forces of acceleration, braking and cornering to deliver longer tread life, without compromising safety.



The MICHELIN Primacy⁵ tire will be available in 88 sizes in 2025, of which 64 as of January in Europe, with a total of 127 dimensions available by mid-2026.

It will also be marketed in other areas of the world, and particularly in Asia, as of March 2025.

- (1) Yougov study, Dec. 2023 (EUR & CHN) MICH9.
With regard to tires for electric vehicles (EV), which of the following elements is the most important to you? Base: All adults who currently own or lease a traditional petrol car, a hybrid car, or an electric vehicle
- (2) Martec Study, USA - Oct. 2023 Source: Gipa Norway 2023 (1148) & GIPA Cina 2021-2022 Source: <https://www.fhwa.dot.gov/ohim/onh00/bar8.htm>
- (3) 13% increase in the groove rate compared to the Primacy 4+ range
- (4) Wet braking performance - Wet braking when new and worn: External tests performed by TÜV SÜD Product Service, at Michelin's request, between 80 and 20 kph, under weak grip conditions in July 2024, on dimension 205/55 R16 91V on a VW Golf 8 (worn means when worn on a machine (polished) to the tread depth wear indicator in accordance with European Regulation: ECE R30r03f) by comparing MICHELIN Primacy 5 (new: 100% - worn: 100%) to Michelin Primacy 4+ (new: 91.4% new - worn: 99.2%).
- (5) Lifespan - External tests performed by DEKRA TEST CENTER, at Michelin's request, in July 2024, on dimension 235/45 R18 98W&Y on a Tesla Model 3, comparing MICHELIN Primacy 5 (100%) to MICHELIN Primacy 4+ (82%).
- (6) Lifespan - External tests performed by DEKRA TEST CENTER, at Michelin's request, in July 2024, on dimension 235/45 R18 98W&Y on a Tesla Model 3, comparing MICHELIN Primacy 5 (100%) to MICHELIN Primacy 4+ (82%).
- (6) Energy efficiency - Rolling resistance tests performed on a machine by TÜV SÜD Product Service, at Michelin's request, in June 2024, on dimension 205/55 R16 91V, comparing MICHELIN Primacy 5 (100%) to Primacy 4+ (94.7%).

Photos and illustrations available on:

<https://contentcenter.michelin.com:443/portal/shared-board/9c9e9f61-23f6-4337-b92d-75dba9910548>



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About Michelin

Michelin is building a world-leading manufacturer of life-changing composites and experiences.

Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world.

Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare.

The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide.

Headquartered in Clermont-Ferrand, France, Michelin is present in 175 countries and employs 132,200 people.

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