



MICHELIN

***IS INNOVATING AS IT UPDATES
ITS RANGE OF ENDURO
MOUNTAIN BIKES, FOR BOTH
NON-ASSISTED AND ELECTRIC BIKES.***

PRESS KIT
DECEMBER 2025



“*Michelin has a long history with cycling, defined by innovations that shaped the future of the sport. Our commitment to competition and our desire to promote sustainable mobility are topics we care deeply about within the Michelin Group. It is also a chance to reassert our presence in the bicycle tire segment by signing a global partnership with the UCI for the Mountain Bike World Championships*”

Hélène COCLIN,
Head of Global Sales – Michelin Bicycle Business.

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MICHELIN SETS ITS SIGHTS HIGH ON THE BICYCLE MARKET

a - RESOURCES TO MATCH ITS AMBITIONS

The Michelin group wishes to become a leading player in cycling, by deploying a new technological and commercial strategy. Innovation now draws on advanced simulation tools that make it possible to design and test new generations of tires more quickly and effectively. To support this momentum, Michelin has tripled its human resources, both in the development teams – real artisans of innovation – and in the sales teams, which are responsible for understanding real-world needs and consolidating market proximity.

This acceleration translates into a particularly ambitious MTB product plan: after maintaining a rhythm of one launch every three years, Michelin is now ramping things up with two major launches in just two years; marking a significant shift in its strategy. Three new ranges have already been introduced since 2024, and the 2026 innovations include the MICHELIN Enduro MS, MH & Rear in the Performance Line, as well as the MICHELIN E-Wild Front & Rear in the Performance Line.



b - SIMPLIFYING TO PERFORM BETTER: PRODUCT RANGES REFOCUSSED ON THE HEART OF THE MTB MARKET

Michelin has opted for a simple and straightforward classification of its MTB ranges, structured around two main families:

- **MICHELIN Wild Enduro and MICHELIN E-Wild Racing Line (2024):** competition tires that were designed with and for professional athletes. They boast the most cutting-edge technologies, such as reinforced casings, Magi-X rubber blends and specific, re-cuttable treads. The racing line range is intended for customers looking for high performance in race conditions on the most demanding terrains.
- **MICHELIN Wild Enduro and MICHELIN E-WILD Performance Line (2026):** a more accessible range, that harnesses Michelin's expertise, adapting it for regular, committed riders. The aim being to offer an excellent compromise between performance, grip, robustness and durability, with good value for money. The performance line is intended for sporty and demanding riders.

This strategic choice enables Michelin to showcase its racing DNA, by leveraging its strong relationship with the UCI and professional teams. And also, with the same focus on proximity, to make its offering clearer among consumers and distributors, avoiding overly complex segmentation. This choice also sets Michelin apart on the MTB market.



MICHELIN WILD ENDURO: UNCOMPROMISING PERFORMANCE

Since 2024, the MICHELIN Wild Enduro range has been based around three complementary profiles, designed to handle all riding conditions. The Wild Enduro MH (Mixed Hard) tire is ideal for hard and mixed terrains. The MICHELIN Wild Enduro MS (Mixed Soft) meanwhile, excels on softer terrain. Finally, the Wild Enduro Rear tire, designed for the rear wheel, is defined by its dynamic feel and ease of pedaling.

a - RACING LINE RANGE VS. PERFORMANCE LINE RANGE: TWO APPROACHES SERVING THE SAME PASSION

With the new MICHELIN Wild Enduro Racing Line and MICHELIN Wild Enduro Performance Line ranges, Michelin is asserting more than ever its commitment to Enduro enthusiasts, seasoned competitors and discerning athletes.

The MICHELIN Wild Enduro Racing Line tire, recognizable thanks to its iconic checkered design, is the result of close collaboration with our professional riders and tested intensively in bike parks. It offers a 20%⁽¹⁾ increase in grip with regard to the MICHELIN Wild Enduro performance line. Designed for competitive riders and dedicated enthusiasts looking for a bike with a premium feel and optimized performance, the Racing Line range features new casings and rubber compounds, offering rigidity, precision and stability, even in the toughest conditions.



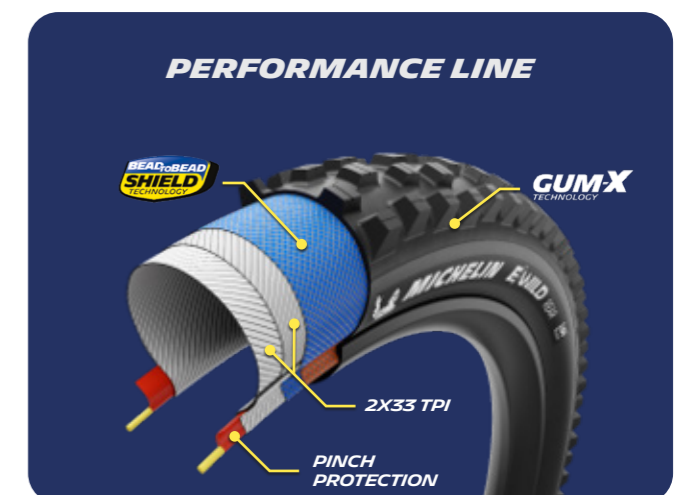
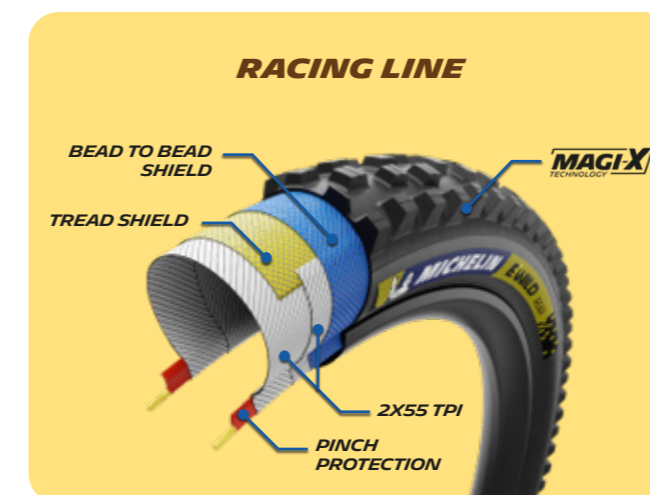
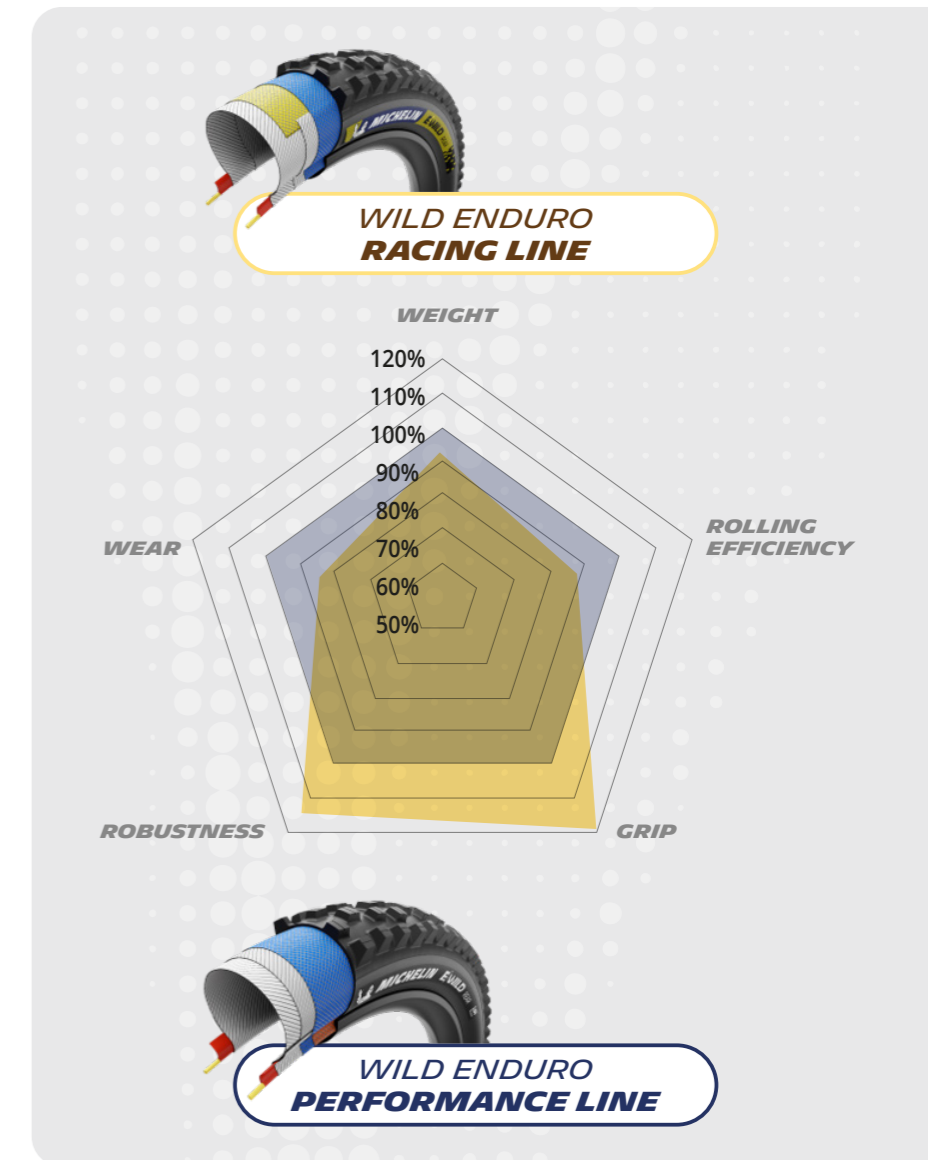
The MICHELIN Wild Enduro Performance Line tire, meanwhile, with its white logo on a black background, is aimed at athletes and enthusiasts for whom Enduro is, first and foremost, about riding pleasure and self-transcendence. It boasts a 12%⁽²⁾ gain in performance and a 15%⁽³⁾ longer lifespan with regard to the Racing Line range. These versatile, robust and reliable tires are ideal for demanding Enduro and All Mountain bikes, as well as for riders looking for the right balance between performance, comfort and safety; without necessarily aiming for competition or ultimate performance.

b - CASINGS DESIGNED FOR EVERY RIDING STYLE

For the MICHELIN Wild Enduro Racing Line tires, Michelin drew inspiration directly from its Downhill (DH) models. The casing features a structure comprising double ply 55 TPI (fabric density of the casing: Threads per Inch), ensuring optimum lateral and vertical rigidity for excellent riding precision. A bead-to-bead shield protects the sidewalls from cuts, while an additional ply on the top reduces puncture risk at high speeds. This tire is designed to handle the demands of racing, without compromising on performance.

The MICHELIN Wild Enduro Performance Line tire, meanwhile, focuses on flexibility and comfort. Its double ply 33 TPI casing contains more rubber between the threads, giving a more gradual rebound and a less demanding and more accessible feel. It also features a bead-to-bead shield to protect the sidewalls, while the thicker ply further consolidates the overall robustness.

Finally, the two ranges share a common innovation: Pinch Protection technology, that limits pinch flats and sidewall tears, which is vital for ensuring the tire's dependability, for both racers and cycling enthusiasts.



RACING LINE



PERFORMANCE LINE



c - EXCEPTIONAL RUBBER COMPOUNDS FOR ABSOLUTE CONTROL

A defining cornerstone of the tire's handling, the rubber compounds distinctly differentiate the two ranges.

The **MICHELIN Wild Enduro Racing Line** tire features a new 100% Magi-X rubber compound, a major development which increases rolling efficiency by 17% ⁽⁴⁾ while maintaining good grip. Developed to meet competition requirements, this compound ensures maximum grip, even through aggressive turns or high speeds.

The **MICHELIN Wild Enduro Performance Line** compound meanwhile, comprises a **bi-compound technology that combines Magi-X** on the tread blocks and shoulders — to maximize grip on turns and downhill — and Gum-X at the center of the tread. This duo offers the best balance between rolling efficiency, durability and grip, enabling riders to ride for longer while maintaining excellent traction, including on wet ground.

d - A RANGE OF TIRE SIZES ADAPTED TO ALL TERRAINS

The new MICHELIN Wild Enduro Racing Line and Performance Line ranges are available in a wide range of sizes to suit enthusiasts using full 29" or Mullet setups.

The **WILD ENDURO MH**, built for hard and compact terrains, comes in a wider 2.50 width to offer better tire rigidity, be it in the Performance Line or the Racing Line. This development draws inspiration in particular from trends seen in the north American market, where bike parks and very compact terrains are particularly sought-after.

The **MICHELIN Wild Enduro MS** tire, available in a 2.40 width, meanwhile, remains the best option for those seeking versatility and efficiency for Enduro racing on varied and soft terrains. Larger widths, such as a 2.50, can lead to a "floating" sensation on some terrains.

The **Wild Enduro Rear**, built to offer optimal pedaling efficiency, is only available in 29". Our clients using Mullet setups are typically looking for maximum grip.



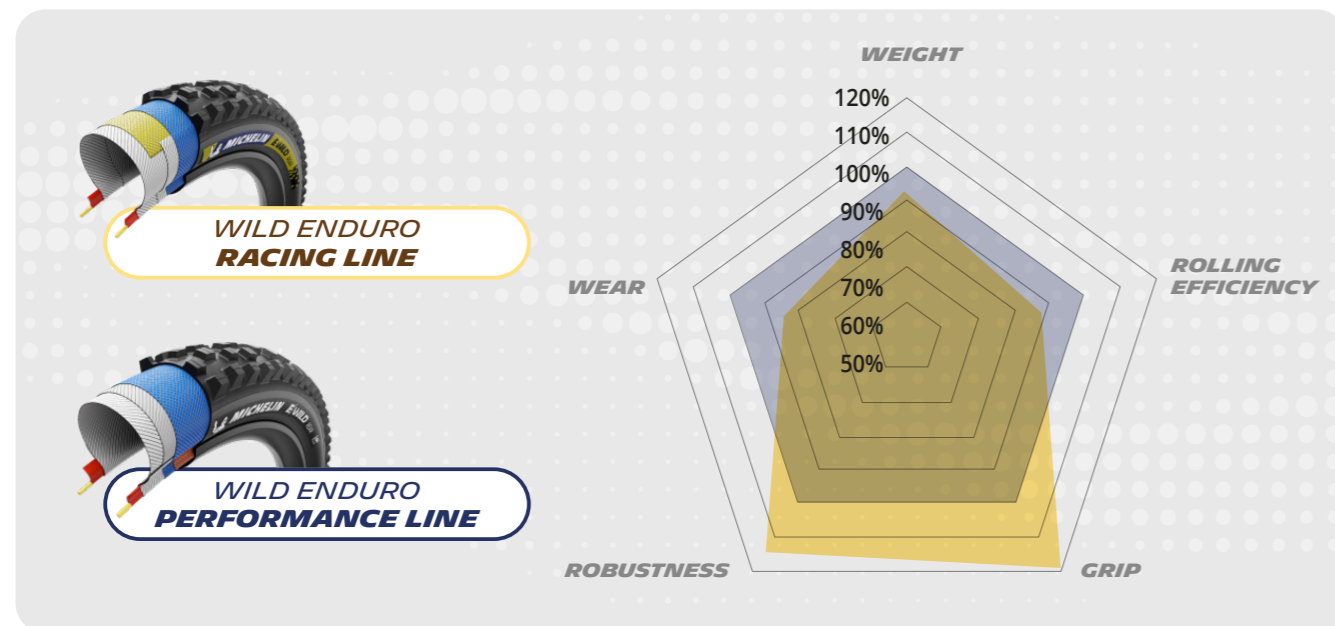
WILD ENDURO RACING LINE
27.5 X 2.50 WILD ENDURO MH RACING LINE TS TLR
29 X 2.50 WILD ENDURO MH RACING LINE TS TLR
27.5 X 2.40 WILD ENDURO MS RACING LINE TS TLR
29 X 2.40 WILD ENDURO MS RACING LINE TS TLR
29 X 2.40 WILD ENDURO REAR RACING LINE TS TLR
WILD ENDURO PERFORMANCE LINE
27.5 X 2.50 WILD ENDURO MH PERFORMANCE LINE TS TLR
29 X 2.50 WILD ENDURO MH PERFORMANCE LINE TS TLR
27.5 X 2.40 WILD ENDURO MS PERFORMANCE LINE TS TLR
29 X 2.40 WILD ENDURO MS PERFORMANCE LINE TS TLR
29 X 2.40 WILD ENDURO REAR PERFORMANCE LINE TS TLR

THE MICHELIN E-WILD RANGE: HARNESSING POWER

Unlike most of its competitors, Michelin offers a range expressly designed for electric-assist mountain bikes (e-MTB). MICHELIN EWild and MICHELIN EWild rear tires are available in both the Racing Line and Performance Line configurations. This differentiated positioning meets the rigorous demands of these powerful and heavier bikes (> 25 kg). At the rear, the power delivered by the motors (up to 100 N.m) places considerable stress on the tire: more traction, more miles and more intensity.

Usage is more intense than on a non-assisted bike: repeated climbs, technical challenges, long outings, etc. And on descents, higher speeds and weight call for extra grip.

The MICHELIN E-WILD REAR PERFORMANCE LINE tire has the same tread as the racing line version. The tire supplies grip potential for your steepest climbs. The asymmetric tread pattern, introduced in 2024 on the Racing Line ranges, was designed to deliver more torque than the standard front tire placed on the rear.



a - RESULTS THAT PROVE THE EXCELLENCE OF THE E-WILD RACING & PERFORMANCE LINE RANGES

MICHELIN EWild Front & Rear tires are already making their mark at the highest level. In the Racing Line version, they have earned the EMTB world championship title. Last year, Jérôme Gilloux also used them in E-Cross-Country, occasionally in a Performance Line configuration. This choice shows that, on some terrain, the Performance range can compete at the top, attesting to their robust and efficient design.



In e-MTB, traction makes all the difference. With Ewild tires, particularly with this rear tread pattern, designed to handle motor torque, I really noticed a boost in the technical sections and steep climbs. We have maintained precision and control, and this translates into better times".

Jérôme Gilloux, E-MTB Cross-Country World Champion at the 2025 Valais World Championships.

b - E-WILD PERFORMANCE LINE: MICHELIN'S RESPONSE TO THE CHALLENGES OF E-MTB

1. Front and rear treads optimized for every use

The development philosophy is based on a simple message and a straightforward offer for the e-MTB market. The front receives the MICHELIN E-Wild Front, a highly versatile tire modeled directly on the tread pattern of the MICHELIN Wild Enduro MS tire. For the rear, Michelin has designed a specific tread, developed to cope with the traction stresses of e-bikes. In this way, the asymmetric tread block technology of the Michelin E-WILD Rear tire is rooted in the Michelin group's cross-cutting expertise. The engineers in the agricultural department contributed their expertise. In this sector, the challenge is to safeguard soil integrity as a tractor passes over it. Asymmetric tread patterns, already employed in agriculture, avoid damaging the soil by distributing forces in a differentiated manner. When applied to e-MTBs, this technology helps the tire to anchor better to the ground and boosts traction, particularly under the heavy demands of modern motors. The result is up to 20%⁽⁵⁾ more traction on climbs, with better torque transmission.

This development was planned as early as 2022. Discussions with athletes had already pointed to the arrival of ever more powerful motors (up to 100 m.g). It was becoming vital to design a solution capable of offering grip on challenging terrain, where conventional tread patterns could lose hold under torque. Michelin therefore incorporated this asymmetric technology, both in the Racing Line and Performance Line ranges, creating a robust solution for the rapidly evolving e-MTB market.

E-WILD FRONT



E-WILD REAR



2. The rubber compound: another cornerstone

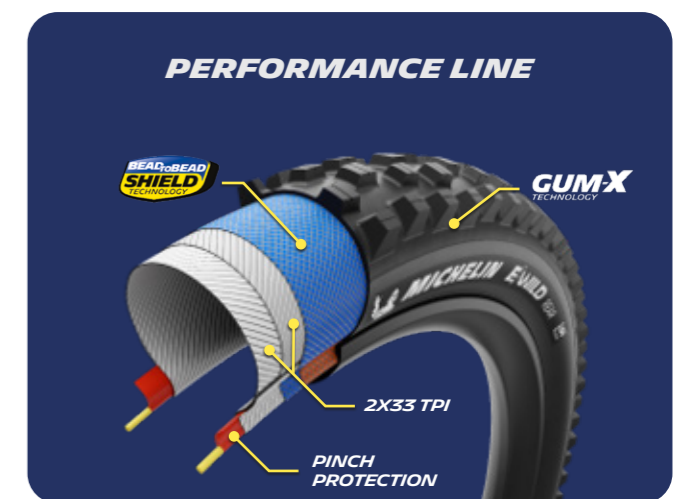
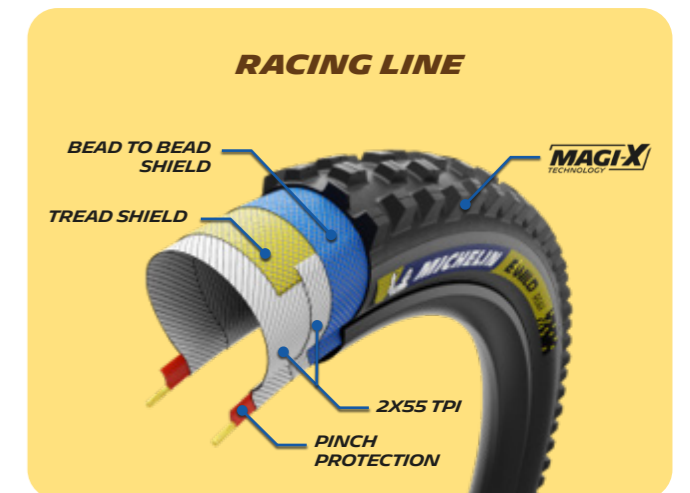
The compound, which is central to performance, plays a key role: shaping both grip, rolling efficiency and tire longevity. With its exclusive blends, Michelin proposes two complementary approaches: **MICHELIN Gum-X**, which offers the perfect compromise between rolling efficiency and grip, and **MICHELIN Magi-X**, stemming from MotoGP™ research, which guarantees maximum grip in the most extreme conditions. The **MICHELIN E-WILD FRONT AND REAR PERFORMANCE LINE**, MH and the Rear Racing line ranges feature a tread that uses **Gum-X** at their center and **Magi-X** on the shoulder blocks.



3. A robust casing, designed to meet the needs of e-MTB

For **MICHELIN E-Wild Racing Line** tires, Michelin drew inspiration directly from its Downhill (DH) models. The casing features a structure comprising double ply 55 TPI, ensuring optimum lateral and vertical rigidity for excellent riding precision. A bead-to-bead shield protects the sidewalls from cuts, while an additional ply on the top reduces puncture risk at high speeds. This tire is designed to handle the demands of racing, without compromising on performance.

Dependability also remains a central concern in the development of the **E-WILD PERFORMANCE LINE** ranges. Michelin adds anti-pinch and anti-puncture protections for better shock absorption. Finally, Low-Pressure Reinforcement technology makes low-pressure riding possible, reinforcing lateral stability and increasing casing durability, even in the most demanding conditions.



C - SIZES CALIBRATED FOR ALL RIDERS

Michelin has opted to keep the size of the range compact and coherent, in order to improve users' understanding of the offering. With the arrival of this new addition in the Performance Line, the brand sought to continue supporting owners of 27.5-inch e-MTBs. The 27.5x2.60 and 27.5x2.80 sizes thus remain in the catalogue. Although this standard is less common on recent models, many riders still use these setups, especially on full-suspension models.

By offering these two widths, Michelin ensures continuity for users who also deserve a tire capable of offering more grip, strength and durability. The aim is clear: not to leave any rider out and to offer the same level of performance, irrespective of wheel format.

E-WILD RACING LINE
29X2.40 (61-622) E-WILD FRONT RACING LINE TS TLR
29X2.60 (65-622) E-WILD FRONT RACING LINE TS TLR
27.5X2.60 (65-584) E-WILD REAR RACING LINE TS TLR
29X2.60 (65-622) E-WILD REAR RACING LINE TS TLR
E-WILD PERFORMANCE LINE
27.5X2.60(65-584) E-WILD FRONT PERFORMANCE LINE TS TLR
29X2.40 (61-622) E-WILD FRONT PERFORMANCE LINE TS TLR
29X2.60 (65-622) E-WILD FRONT PERFORMANCE LINE TS TLR
27.5X2.60 (65-584) E-WILD REAR PERFORMANCE LINE TS TLR
27.5X2.80 (70-584) E-WILD REAR PERFORMANCE LINE TS TLR
29X2.60 (65-622) E-WILD REAR PERFORMANCE LINE TS TLR

⁽¹⁾ Summary of subjective test sessions carried out between 2023 (Racing Line range development) and 2025 (Performance Line range development), based on feedback from professional riders sponsored by Michelin, as well as specific test sessions conducted in Saint-Nabord in the Vosges region. Results may vary under real-world conditions, depending in particular on the road surface, riding style, and weather conditions.

⁽²⁾ Rolling resistance test conducted at the independent Wheel Energy laboratory (Finland) on 01/06/2025 and 05/05/2023, comparing a 29x2.40 Michelin Wild Enduro MS Racing Line and a 29x2.40 Wild Enduro MS Performance Line at the same pressure on the same wheel. Results may vary under real-world conditions, depending in particular on the road surface, riding style, and weather conditions.

⁽³⁾ Summary of real-world riding sessions carried out between 2023 (Racing Line range development) and 2024/2025 (Performance Line range development), based on a mileage wear comparison between a 29x2.40 Wild Enduro Rear Racing Line and a 29x2.40 Wild Enduro Rear Performance Line. Results may vary under real-world conditions, depending in particular on the road surface, riding style, and weather conditions.

⁽⁴⁾ Rolling resistance test conducted at the independent Wheel Energy laboratory (Finland) on 05/05/2023, comparing a 29x2.40 Michelin Wild Enduro MS Racing Line, a 29x2.40 Wild Enduro MS Performance Line, and a 29x2.40 Wild Enduro Front MagiX, all at the same pressure on the same wheel. Results may vary under real-world conditions, depending in particular on the road surface, riding style, and weather conditions.

⁽⁵⁾ Summary of subjective test sessions carried out between 2023 (Racing Line range development) and 2025 (Performance Line range development), based on feedback from professional riders sponsored by Michelin, as well as specific test sessions conducted in Saint-Nabord in the Vosges region. Results may vary under real-world conditions, depending in particular on the road surface, riding style, and weather conditions.



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. (www.michelin.com)

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