MICHELIN
Pilot Sport 5 energy

2 NEW RANGES

THAT REDEFINE THE STANDARDS FOR **PREMIUM SUMMER TIRES**

MICHELIN
Primacy 5 energy

MICHELIN

“ MICHELIN INNOVATES AND LAUNCHES A NEW GENERATION OF SUMMER TIRES ”

ÉDITO

“Are tires still designed like they were 10 or 20 years ago?” The deliberately provocative question elicits a clear answer: no, there is no longer any comparison! In just a few decades, the mobility ecosystem has profoundly transformed, as have the needs of our customers. Environmental restrictions, market developments, technical requirements, the rise in electrification, diversification of offers, and, more recently, the appearance of almost two hundred manufacturers in China in under 25 years, have made the sector considerably more complex and have redefined the expectations of both consumers and car constructors.

This now means guaranteeing, within the same offer, optimum grip, especially in the wet; optimizing electric vehicle range; reducing both the consumption of combustion or hybrid engines and their CO□ emissions; limiting noise; increasing lifespan while reducing wear particle emissions from the tire and the road; and, at the same time, allowing the consumer to control their budget.

You will see that the tire has never been so central to environmental, technical and societal issues. And expectations have also never been so high.

Add to this another development, particularly in Europe: the rising power of all-season tires, which could lead you to think that the summer tire has lost relevance. The reality is anything but: 80% of the 1.67 billion tires in circulation in the world are still summer tires, essential in many regions.

It is within this context that MICHELIN is opening a new route and unveiling a new generation of summer tires with the MICHELIN Primacy 5 energy and MICHELIN Pilot Sport 5 energy. Thanks to their advanced technologies, these premium tires mark a breakthrough, offering the best performances on the market. The AAA and AA ratings, for the entire ranges and not just a few sizes, combined with exceptional longevity, are the most resounding proof of this.

Car constructors also see all the potential and advantages of these new ranges. The multiple homologations already obtained and the developments underway for vehicles that will soon arrive on the market confirm the interest in these innovative solutions for car drivers.

Lastly, these tires fully enter Michelin’s core identity and ambition: to design performing, efficient tires that last a long time and are made from recycled or renewed materials by 2050. A goal supported by an annual investment of EUR 1.2 billion in R&D and by the expertise of over 6,000 researchers.

Jean-Claude PATS,
Automobile and 2-wheel Business Line Director
Member of the Group’s Executive Committee

01

MICHELIN Primacy 5 energy & MICHELIN Pilot Sport 5 energy

A new definition of the standards for a premium summer tire.

The new MICHELIN Primacy 5 energy

THE TRIPLE A TIRE WITH THE LONGEST LIFE IN ITS SEGMENT (1)

A : Wet braking – **A** : Energy efficiency – **A** : External noise

The new MICHELIN Primacy 5 energy tire is both a continuity of the Primacy range and following on from the much-loved MICHELIN Primacy 5 tires, while integrating brand new innovations responding to the changes in use and motorization, for an ever-greater performance. Having been awarded a triple A rating in conjunction with exceptional longevity, this tire has been able to stand apart in the premium summer tire market.

LONG-LASTING SAFETY: A NON-NEGOTIABLE REQUIREMENT

Information that is so exceptional that it needs highlighting: **all the sizes in the range have been awarded the A rating for wet braking.** The braking distance of the MICHELIN Primacy 5 energy is therefore 8% better than its predecessor (2), both when new and when used to a tread depth of 2 mm, i.e., to a level close to the legal tire wear and replacement limit.

ENERGY EFFICIENCY AT ITS HIGHEST LEVEL

Lastly, the MICHELIN Primacy 5 energy tire stands out for its energy efficiency. It offers A-rated rolling resistance, reducing fuel consumption by 6% (0.3 L/100 km) or increasing electric vehicle range by up to 10% compared to C-rated tires (4)

This means (3) :

- Up to **EUR 169 in fuel savings** (over a distance of 40,000 km [24,850 miles](3))
- **An additional 70 km** [43 miles] **of range** per recharge for an electric vehicle
- **327 kg of CO_2 prevented,** which equates to one month of home-work trips for a consumer covering 50 km [30 miles]/day

THE BEST LONGEVITY IN ITS SEGMENT

MICHELIN Primacy 5 energy offers the best mileage in its category in Europe (3) thanks to the Energy Passive 2.0 technology, which combines a latest-generation elastomer, a new generation resin and an optimized architecture. This combination allows for creating a tire capable of handling the stresses specific to vehicles, especially electric ones.

COMFORT AND SILENCE

MICHELIN Primacy 5 energy allows each driver to experience a more silent and comfortable ride (5). Thanks to an optimized design and a noise-reducing tread pattern, the MICHELIN PRIMACY 5 energy tire has been awarded the A rating for external noise. This rating indicates a particularly careful acoustic design for the tread pattern, aiming to reduce the noise generated both when new and when worn.

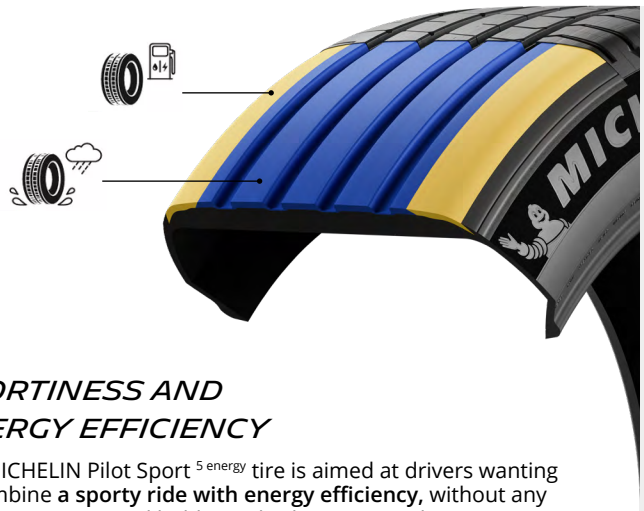
33 sizes from 16 to 19 inches, covering over 30% of the market, available as of the start of this year.

The new MICHELIN Pilot Sport 5 energy

THE RESPONSIBLE PERFORMANCE

A : Wet braking – **A** : Energy efficiency

Because all vehicles, even the most sporty ones, must today make advances in terms of energy efficiency, the MICHELIN Pilot Sport 5 energy tire combines efficiency and reduced emissions while offering driving pleasure and longevity. AA rating, an exceptional classification for a high-performance sports tire, the MICHELIN Pilot Sport 5 energy, the result of five years of research, creates a bold alliance of seemingly contradictory performances, thanks to the group's most advanced technologies and exclusive manufacturing processes.



SPORTINESS AND ENERGY EFFICIENCY

The MICHELIN Pilot Sport 5 energy tire is aimed at drivers wanting to combine **a sporty ride with energy efficiency,** without any compromise. Its road holding is both precise and reactive, thanks to the MICHELIN Dynamic Response technology, designed and tested by Michelin's expertise in motorsport.

The double A-rating (1) becomes a reality thanks to an innovative arrangement, spreading two materials with complementary functions over the tread:

- On the shoulders, the latest generation of the MICHELIN Energy Passive Compound, which allows for **reducing energy consumption.**
- In the center, the MICHELIN Adaptive Grip Compound **maximizes grip** on dry and wet surfaces.

Consequently, the MICHELIN Pilot Sport 5 energy tire does not merely compete with the competition in terms of energy efficiency: it displays 100% of the A-rating (2) references for rolling resistance. The range goes even further, offering an overall performance in which each criterion has been optimized to meet the multiple expectations of drivers:

- Superior wet grip (3)(4)
- More efficient dry braking (4)

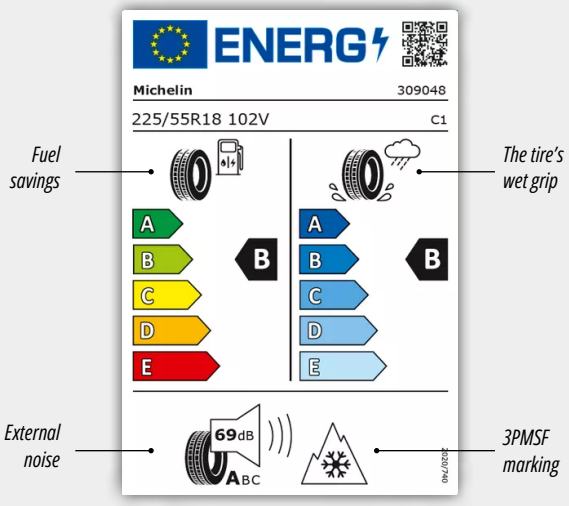
THE LABELLING

Fuel savings
This is calculated by the rolling resistance, which is the physical force opposing the tires rotation. On average, it absorbs 20% of the energy required to move a car, i.e., 20% of the fuel consumption (1 full tank in 5) and 20% of the CO_2 emissions!

The tire's wet grip
This corresponds to the distance needed to brake when driving at 80 kph [50 mph] on ground covered by 0.5-1.5 mm water.

External noise
this is the rolling noise from the tire, heard outside the vehicle. Over and above 50 kph [30 mph], the tire noise is generally louder than the engine noise. The measurement was taken on a vehicle travelling at 80 kph [50 mph] with the engine off.

3PMSF marking
A new pictogram with the 3PMSF and Ice Grip marking for winter tires.



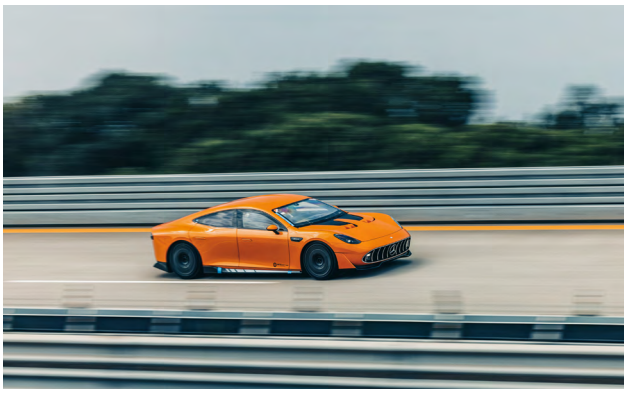
The new MICHELIN Pilot Sport 5 energy

LONGEVITY: THE MICHELIN MAXTOUCH® TECHNOLOGY

The longevity of the MICHELIN Pilot Sport 5 energy, boosted by the MICHELIN MaxTouch® technology, overcomes a major challenge for sports cars: faster tire wear.

Used in all the Michelin ranges, the MICHELIN MaxTouch® technology comes from the group's historic know-how in offering "tires that last longer". This design maximizes the tire's contact with the ground, distributes the forces uniformly, and thus reduces rubber block abrasion on each rotation. This technology is combined with polymers boasting long and complex molecular chains, and that are thus more resistant, limiting wear particle emissions and giving the MICHELIN Pilot Sport 5 energy exceptional longevity.

As a result, it demonstrates longevity that far outstrips its competitors, offering a lifespan increased by 6,900 km [4,287 miles], compared to the Pirelli P Zero E (5) and by 11,400 km [7,084 miles] compared to the Hankook iON Evo SUV (5).

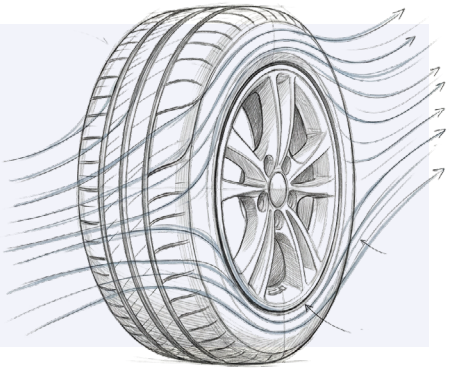


EXTREME PERFORMANCES VALIDATED BY A GLOBAL RECORD

For those who still doubt that a tire can combine sportiness and energy efficiency, the extreme performances demonstrated during the Concept AMG GT XX record prove the ability of the MICHELIN Pilot Sport 5 energy to remain stable, efficient, and performing under conditions that few tires in the world can tackle. This feat, conducted at an constant speed of 300 kph [186 mph] for almost eight days, fully confirms its potential in terms of longevity and energy efficiency.

Offered in 19 sizes from 18 to 21 inches, this new range is available as of January 2026.

Did you know that a tire has a direct influence on a vehicle's aerodynamics?
Several parameters play a key role in this performance: its diameter, width, the design of the area where the bead joins the rim, the shape of the shoulder, and the sidewall design.
For many years, Michelin has been collaborating with car constructors to analyze and optimize the contribution of tire aerodynamics to a vehicle's energy efficiency.
The new MICHELIN Pilot Sport 5 energy and MICHELIN Primacy 5 energy tires benefit fully from these advances: rounded shoulder, rim protector design reworked for good continuity with the rim profile, and maximum reduction of the sidewall reliefs and sharp edges.
This expertise takes shape in the MICHELIN Aero Design Package technology, a set of dedicated optimizations designed to reduce the vehicle's aerodynamic drag and, as a result, its energy consumption.



1. The European Labelling measures: fuel efficiency class (from A to E), wet grip class (from A to E), external rolling noise class (from A to C) and measured value in decibel (dB).
   a. Triple AAA for MICHELIN Primacy 5 energy (A - Energy Efficiency / A - wet grip / A- noise). Over 80% of replacement market tyres meet AAA classification. Tires developed by MICHELIN along OEM specifications are excluded.
   b.Double AA for MICHELIN Pilot Sport 5 energy (A- Energy Efficiency / A - wet grip) on 100% of replacement market tires. Tires developed by MICHELIN along OEM specifications are excluded
2. Wet braking - External tests conducted by TÜV SÜD Product Service, on Michelin's request, between 80-20 kph, in July 2025, on dimension 215/55R18 99V on CUPRA Born (worn means when worn on machine (buffed) to the depth of Tread Wear Indicator according to European regulation: ECE R30r03f) comparing MICHELIN e.Primacy (new: 100% - worn: 100%) versus MICHELIN Primacy 5 energy (new: 110,4% - worn: 108,5%).
3. Rolling Resistance - On average, the summer tires sold are rated C in rolling resistance (Europe Market Average target for 2030 – Ecodesign Impact Accounting – Overview Report 2024 - ordered and paid for by the European Commission)
   - Fuel consumption variation calculated with each reduction of 1 kg/t in Rolling Resistance Coefficient (RRC) decreases fuel consumption by approximately 0.12 L/100 km (Source: ADEME, Michelin, EU Commission)
   - Combustion of one liter of diesel emits approximately 3.1 kg of CO_2, including production, refining, transport, and distribution
   - * Fuel cost per liter is based on the price observed in France in June 2025 (source: https://www.insee.fr/fr/statistiques/serie/000442588).
   - * For Battery Electric Vehicles, based on energy savings calculator provided by Michelin R&D department. Range variation depends on the vehicle mass, the electricity consumption, and the battery capacity.
   - Actual results may vary in real life conditions/depending on road and/or weather conditions.
4. Longevity - External tests conducted by DEKRA TEST CENTRE, on Michelin's request, in Aug-Oct 2025, on dimension 215/55R18 99V, on VW ID3 comparing MICHELIN Primacy 5 energy (100%) versus BRIDGESTONE Turanza 6 (71%); CONTINENTAL PremiumContact 7 (72%); GOODYEAR Efficient Grip Performance 2 (60%). PIRELLI Cinturato P7C3 (61%)
5. Silence - Based on subjective interior noise and comfort tests, performed by TÜV SÜD in July 2025 on Cupra Born, at the request of Michelin, on 215/55R18 99V, comparing MICHELIN Primacy 5 energy (7.87) with MICHELIN e.Primacy (7.5). Higher grade is better score.
6. Wet braking tests conducted by TUV-SUD Product Services, upon Michelin's request, in 2025, on dimension 255/40 R20 101W-Y on a Tesla model Y comparing MICHELIN Pilot Sport 5 energy (100%) vs HANKOOK iON EVO SUV (96.6%).and vs PIRELLI Pzero E (95.7%)
7. Dry braking tests conducted by TUV-SUD Product Services, upon Michelin's request, in 2025, on dimension 255/40 R20 101W-Y on a Tesla model Y comparing MICHELIN Pilot Sport 5 energy (100%) vs HANKOOK iON EVO SUV (98.3%) and vs PIRELLI Pzero E (99%).
8. Longevity tests conducted by DEKRA TEST CENTER, upon Michelin's request , in 2025 on dimension 255/40 R20 101W-Y on a Tesla model Y comparing MICHELIN Pilot Sport 5 energy (100%) vs PIRELLI Pzero E (79%), HANKOOK iON EVO SUV (66%). Actual results may vary in real life conditions/depending on road and/or weather conditions.

The new MICHELIN Pilot Sport 5 energy

WHEN TECHNOLOGY MAKES THE TIRE MORE BEAUTIFUL...

Victor Hugo said *"The beautiful is as useful as the useful. He added after a moment's silence, Perhaps more so."* This is how the tire must be more than just a technical or mechanical component. It unveils itself as such, without artifice; its design tells of the rigor of its constitution and reveals the performances it promises.

Because it must become one with the style of the vehicle, every detail counts: the esthetics of its sidewall, the incarnation of its performance in the tread pattern, and its finish quality. When perfectly integrated, the tire is an extension of the car designers' intent.

Michelin therefore pays special attention to its tires' esthetics -MICHELIN Pilot Sport 5, introduces the 360° application of the MICHELIN Premium Touch Design technology covering the entire sidewall circumference for an extremely luxurious visual effect. Thanks to exclusive and patented technology, a velvet-effect microtexture reveals a refined mat black, in harmony with the elegance of the vehicles to which the tire is fitted!

The new MICHELIN Pilot Sport 5 energy and Michelin Primacy 5 energy ranges pick up this technology, which is progressively becoming a standout attribute for the brand.

MICHELIN Pilot Sport 5 energy redefines the design codes by taking this unusual finish right up to the tread grooves as an immediately recognizable visual signature.

Michelin is also the only manufacturer to offer complete sidewall customization, as was seen in the exclusive design of the MICHELIN Pilot Sport 5 energy developed for the Concept AMG GT XX, an exceptional vehicle requiring a tire in its own image.

THE BEAUTIFUL IS AS USEFUL AS THE USEFUL. PERHAPS MORE SO."

02

MICHELIN Primacy 5 energy & MICHELIN Pilot Sport 5 energy

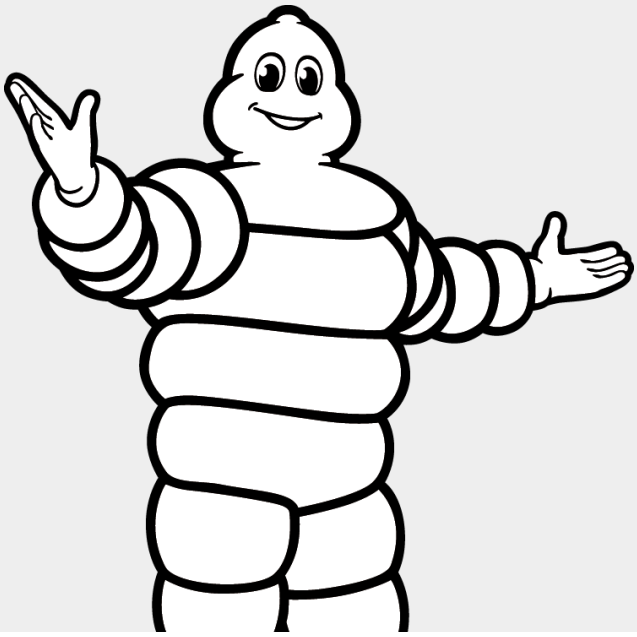
New references already adopted by constructors.

Car constructors are drawing up ever more demanding specifications. To homologate their most efficient models, they need an extremely low level of rolling resistance, increased grip, boosted longevity and perfectly controlled handling, even under extreme stresses.

" At Michelin, our extremely astute knowledge of our clients' requirements and their uses allows us to respond precisely to the specifications issued by car constructors, to assist them in the choice of tire size and to develop solutions that are perfectly suited to their vehicles.

These new ranges offer two very specific driving signatures in order to adapt each vehicle's handling to the drivers' expectations, for a ride that is more comfortable or sportier, depending on the model. In bringing together energy efficiency for every use and sustainable performances from the 1st to the last mile, we are designing safer, more intelligent and more sustainable mobility solutions. "

Serge Lafon, Automotive Original Equipment Business Line Director.



The new MICHELIN Primacy 5 energy and MICHELIN Pilot Sport 5 energy ranges meet these requirements precisely. They allow constructors to improve the range of their electric vehicles, reduce consumption by combustion engine and hybrid models, and achieve superior performance levels.

One of the most spectacular examples is that of the Concept AMG GT XX, equipped with MICHELIN Pilot Sport 5 Energy. A prowess that illustrates the ability of an efficient sporty tire to reconcile safety, roadholding, stability at very high speeds, energy efficiency, and longevity.

These new generations also offer real advances in terms of rolling noise reduction, for greater comfort on board vehicles.

The MICHELIN Primacy 5 energy tire has already been selected by some twenty major global brands and is equipping more than fifty new models currently being developed. The MICHELIN Pilot Sport 5 energy has also been chosen by multiple car brands.

03

MICHELIN Primacy 5 energy & MICHELIN Pilot Sport 5 energy

Responsible performance,
without compromise.

In the face of the climate emergency, Michelin is speeding up its transition to a 100% sustainable tire, by acting on each stage in the product life cy-

DESIGN.

The group is integrating a growing share of biosourced or recycled materials – natural rubbers, plant-based resins, recycled plastics, etc. Its aim is to achieve 40% sustainable materials in 2030 and 100% in 2050.

MANUFACTURE.

Michelin is progressively reducing the environmental footprint of its factories by limiting not just solvent use, and energy and water consumption, but also waste and CO_2 emissions. Since 2005, the global impact of production has already been halved.

LOGISTICS.

The Group is committed to transporting less and better, with the aim of reducing CO_2 emissions by 15% by 2030 (compared to 2018).

USAGE PHASE.

This stage represents 80 to 85% of a tire's total impact. Michelin is acting on several essential levers:

- a continuous reduction in rolling resistance – improved by 1-2% per year for the last 30 years – allowing for saving fuel and increasing the range of electric vehicles;
- sustainable performances that allow for using tires right down to their wear limit, thus preventing 128 million tires from being scrapped every year in Europe;
- a reduction in wear particles, despite Michelin already being the leader* in this, and an active participation in defining the future European standards.

END OF LIFE.

Michelin is seeking to transform used tires into new raw materials, in order to reintroduce these into manufacturing or use them in other applications. This is a major challenge, given that 1.6 billion tires are scrapped every year across the globe.

With the MICHELIN Primacy 5 energy and MICHELIN Pilot Sport 5 energy, Michelin is moving to the next level in its 2050 goal. These new ranges offer:

- boosted longevity,
- reduced wear particles,
- improved energy efficiency.

Michelin, 20 years of innovation and R&D to reduce wear particle emissions.

For almost 20 years, Michelin has been investing heavily in R&D in order to reduce wear particle emissions. According to an ADAC study published in June 2025 on 160 tire models, Michelin tires emitted an average 26% less particles than other premium manufacturers, confirming a 2022 study that already indicated a reduction of 28% compared to the market.

Thanks to its mastery of materials and an optimized design, Michelin reduced wear particle emissions by 5% between 2015 and 2020, preventing the emission of 100,000 metric tons of particles. This technological advance places the Group in a position to easily apply the future Euro 7 regulation, as of 2028 for its new products and then as of 2030 for its entire car range.

***ADAC* study can be found here**

Pictures could be found here

" With the MICHELIN Primacy 5 energy and MICHELIN Pilot Sport 5 energy, we are demonstrating that there is no negotiation to be made between performance and environmental responsibility. These innovations fully illustrate our ambition: offer tires that are ever more efficient, safer and more sustainable, for all motorization types. They also show that innovation can speed up the transition to cleaner mobility without ever giving up on driving pleasure. "

Cédric Montezin,
Michelin Four and Two-Wheel Development Director.

MICHELIN GROUP
PRESS DEPARTMENT

112, avenue Kléber – 75116 Paris
+33 (0) 1 45 66 22 22
7/7

www.michelin.com

@MichelinNews

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. Based in Clermont-Ferrand, in France, Michelin is present in 175 countries and employs 129,800 people.

Information correct at date of publication – 10/2026
MFP Michelin 855 200 507 RCS CLERMONT-FERRAND. Share capital: 504 000 004 € - Design : 10h10 Studio - Photos: DR - All rights reserved.

MICHELIN