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Paris, March 13th 2026

Michelin reveals

MICHELIN Primacy^{5 energy}

&

MICHELIN Pilot Sport^{5 energy}

Two new ranges that redefine the standards

for premium summer tires, blending performance, long life, and energy efficiency

- MICHELIN Primacy^{5 energy} and MICHELIN Pilot Sport^{5 energy}: a response to the new mobility challenges
- MICHELIN Primacy^{5 energy} & MICHELIN Pilot Sport^{5 energy}: performance and energy efficiency are now inseparable, regardless of the type of vehicle or its motorization.
- Performances expected and recognized by the largest car constructors.

In a context in which the environmental, technological, and economic challenges are profoundly changing mobility, Michelin presents two new summer tire ranges: MICHELIN Primacy^{5 energy} & MICHELIN Pilot Sport^{5 energy}.

Endowed with major innovations, these ranges usher in a new era, in which performance, long life, and energy efficiency are no longer antagonistic, no matter the motorization type. Selling 80% of the world's "summer" tires every year, Michelin is reaffirming the essential role played by this segment with the launch of these two new offers.

"For several decades, our industry has seen a transformation on an exceptional scale. Nothing can be compared with what we knew 10 or 20 years ago. In this context, the tire is no longer just a safety element, but a true bundle of technologies, which must overcome all mobility challenges. With the MICHELIN Primacy^{5 energy} and MICHELIN Pilot Sport^{5 energy} tires, we are opening up a new approach. These tires embody what we want to offer car drivers: the option of no longer having to choose between performance, safety, long life, and energy efficiency. They meet the needs of the most modern vehicles, whether



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combustion engine, hybrid, or 100% electric, while also anticipating future challenges. These innovations are the result of our massive investment into research & development, and faithfully convey Michelin's ambition: to offer tires that are ever more performing, ever more efficient, and that are resolutely focused on a sustainable future," states Jean-Claude Pats, Automobile and 2-wheel Business Line Director, Membre of the Group's Executive Committee.

MICHELIN Primacy^{5 energy} & MICHELIN Pilot Sport^{5 energy}: performance and energy efficiency are now inseparable, regardless of the type of vehicle or its motorization.

MICHELIN PRIMACY^{5 energy}: the triple A tire with the longest life in its segment⁽¹⁾

Long-lasting safety

All the MICHELIN Primacy^{5 energy} tire sizes are rated A for wet braking: an exceptional performance. The tire improves braking distance by 8% compared to its predecessor, both new and when worn to 2 mm, i.e., to a wear level close to the replacement level⁽²⁾.

The best longevity in its segment

Thanks to the Energy Passive 2.0 technology (functionalized elastomer, new resin, and optimized architecture), this tire offers the best mileage in its category in Europe⁽⁴⁾, including electric vehicles.

Energy efficiency: towards a new leader

Rated A for rolling resistance, it allows for⁽³⁾:

- up to 6% saving on fuel consumption (0.3 L/100 km [62 miles]),
- up to 10% more range for an electric vehicle,
- up to €169 in fuel savings and 327 kg of CO₂ prevented,
- up to 70 km additional range per charge for a car.

Acoustic comfort

The tire is also rated A for external noise, cutting the noise level heard while driving by four, compared to a C-rated tire.

33 sizes from 16" to 19" are available as of the start of this year.

MICHELIN Pilot Sport^{5 energy}: responsible performance



The MICHELIN Pilot Sport ^{5 energy} tire is aimed at drivers wanting to combine a sporty ride with energy efficiency, without any compromise. This positioning is one rarely seen in its category.

Precision and grip

Boasting the Dynamic Response technology designed and tested by Michelin's expertise in motorsport, and a brand-new Adaptive Grip Compound, the tire offers precise roadholding and superior grip on both dry and wet surfaces ⁽⁶⁾⁽⁷⁾.

Boosted longevity

The longevity of the MICHELIN Pilot Sport ^{5 energy}, boosted by the MaxTouch® technology, overcomes a major challenge for sports cars: faster tire wear. This technology optimizes the footprint for more even wear, while the integration of an Energy Passive compound on the shoulders reduces rolling resistance to a hitherto unseen level in a sports tire. The tire far outstrips its direct competitors in terms of longevity ⁽⁸⁾ and has been awarded the A-rating for rolling resistance.

Extreme performances that have already been tested

The capacities of the MICHELIN Pilot Sport ^{5 energy} tire were validated during the CONCEPT AMG GT XX world record, which maintained a constant speed to 300 kph [186 mph] for almost eight days, fully confirming its potential in terms of longevity and energy efficiency.

19 sizes from 19" to 21" are available as of January.

Performances expected and recognized by car constructors.

Car constructors are now imposing specifications that are more demanding than ever. To homologate their most efficient models, they are seeking tires capable of offering an extremely low level of rolling resistance, increased grip, boosted longevity, and perfectly controlled handling, even under extreme conditions.

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 hybrid and combustion engine models, and achieve superior performance levels, all while maintaining a high level of safety.

Acclaimed by a large number of constructors, these tires are already fitted to a wide range of international brands.

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).*



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- Triple AAA for MICHELIN Primacy 5 ^{energy} (A - Energy Efficiency / A - wet grip / A- noise). Over 80% of replacement market tyres meet AAA classification. Tyres developed by MICHELIN along OEM specifications are excluded.
 - Double AA for MICHELIN Pilot Sport 5 ^{energy} (A- Energy Efficiency / A - wet grip) on 100% of replacement market tires. Tyres 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 CO₂, 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



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215/55R18 99V, comparing MICHELIN Primacy⁵ 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 Sport⁵ 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 Sport⁵ 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.

Photos and/or attachments available on:

<https://contentcenter.michelin.com:443/dam/wedia/shared-board/444e77e6-02f4-4478-85ac-aa4cd373b43e>

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 129,800 people. (www.michelin.com).

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