



PRESS RELEASE

2-WHEEL

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New MICHELIN ENDURO Racing Lines: Wilder than ever!

MICHELIN has renewed its WILD ENDURO Racing Line range and introduced new E-WILD Racing Line tyres for E-MTB fans

Building on the considerable experience it has acquired on the challenging tracks and trails visited by the UCI Mountain Bike Enduro, E-Enduro and E-MTB Cross Country World Cups, as well thanks to feedback from its riders, MICHELIN has upgraded its tire ranges for these immensely popular disciplines.

Not only are the tires that make up the new MICHELIN WILD ENDURO Racing Line range lighter and faster¹, but they also provide enhanced grip on wet ground in cold weather². A choice of three different new tread patterns makes the range even more versatile to cover all conditions.

The new MICHELIN E-WILD Racing Line range makes E-mountain bike riding more fun than ever thanks to technologies that facilitate the transmission of power to the ground during technically-challenging climbs, while maximising grip on downhill runs.

MICHELIN's MTB Racing Line tyres are engineered to satisfy the sport's most demanding riders who are looking to win trophies or want to improve on a personal level.

New WILD ENDURO Racing Line range: strong performance

Developed with Enduro World Cup competitors in mind, the new MICHELIN WILD ENDURO Racing Line range combines the dynamic performance due to its lighter casing technology with the acclaimed resilience of its predecessor³.

To obtain these seemingly opposing qualities (lightweight yet strong), MICHELIN's engineers have conceived a new dual-ply 55TPI construction that minimises flexion movement for superior stability when cornering and landing after jumps. At the same time, the interior comes with added protection for extra resistance to punctures.

The latest MICHELIN WILD ENDURO Racing Line range also benefits from MICHELIN's latest Magi-X compound technology for enhanced grip in damp, cold conditions (3°C to 10°C)³. Magi-X technology reduces rubber-related energy losses, too, meaning that every turn of the pedals counts more.

Compared with its predecessor, the new MICHELIN WILD ENDURO Racing Line range delivers a power-gain of 11 Watts, yet tips the scales at 10 percent lighter⁴.

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The range features a choice of two tread patterns designed for superior performance over the different types of terrain enduro riders encounter.

The **MICHELIN WILD ENDURO MS** (Mixed Soft) excels on different types of soft ground, while the **MICHELIN WILD ENDURO MH** (Mixed Hard) is at its best on harder surfaces. Both options are available for the front and rear tyres alike.

Meanwhile, MICHELIN has revised the tread pattern of its specific **MICHELIN WILD ENDURO REAR Racing Line** which addresses riders looking for optimum efficiency.

MICHELIN WILD ENDURO MS :



MICHELIN WILD ENDURO MH :



MICHELIN WILD ENDURO REAR :



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All the of tyres that make up the new MICHELIN WILD ENDURO Racing Line range are available with either Blue-and-Yellow or Dark sidewall markings, depending on the look preferred by the rider.



MICHELIN WILD ENDURO MS Racing Line sizes: 29x2.40 and 27.5x2.40.

MICHELIN WILD ENDURO MH Racing Line sizes: 29x2.50 and 27.5x2.50.

MICHELIN WILD ENDURO REAR Racing Line (specific rear tyre): 29x2.40.

The MICHELIN E-WILD Racing Line: MICHELIN's first bespoke tyre for EAMTBs

MICHELIN is proud to announce its first bespoke high-performance tyre for electrically-assisted mountain bikes (EAMTBs). Conceived for use in extreme conditions, it benefits extensively from the brand's unique know-how and technological expertise.

Designed to perform on a wide variety of surfaces, the MICHELIN E-WILD Racing Line is packed with technology, including a specific dual-ply 55TPI casing that minimises movement for superior stability when cornering or landing after a jump, whatever the type of terrain.

The tread is further reinforced by two woven nylon protective strips that reduce the risk of puncturing and pinching. The sidewalls are similarly strengthened by an overall protection.

The tread itself is designed for maximum grip, even in cold weather (3°C to 10°C)³, thanks to MICHELIN's latest Magi-X compound technology.

The pattern of the MICHELIN E-WILD REAR (width: 2.60 inches) features asymmetric tread blocks that transmit the power more efficiently on steep, technical climbs.

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The profile of the MICHELIN E-WILD FRONT, which takes its inspiration from that of the MICHELIN WILD ENDURO MS, provides riders with the ability to maximise their potential thanks to its outstanding grip performance under braking and when leaning.

MICHELIN E-WILD FRONT :



MICHELIN E-WILD REAR :



MICHELIN E-WILD FRONT Racing Line sizes: 29x2.40 and 29x2.60.

MICHELIN E-WILD REAR Racing Line sizes: 29x2.60 and 27.5x2.60.

(1) Compared with the previous-generation MICHELIN WILD ENDURO Front Racing Line range (tyre size used for the test: 29x2.40).

(2) Improvement recorded up to 3°C.

(3) In-house test carried out by professional Michelin Pro Riders comparing the previous MICHELIN WILD ENDURO Front Racing Line range with the new MICHELIN WILD ENDURO MS and MH Racing Line tyres on wet ground, with an outside temperature of between 3°C and 10°C.

(4) Rolling resistance test and pinch-and-puncture test (using 1mm- and 3mm-diameter needles) carried out by Wheel Energy in May 2023. Results compared with the previous MICHELIN WILD ENDURO Racing Line range. All tests undertaken with tyres inflated to 1.5 Bar.



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Photos available on:

<https://contentcenter.michelin.com:443/portal/shared-board/ee0c36e2-bac3-4b7c-b2e6-3d873c655e79>

<https://contentcenter.michelin.com:443/portal/shared-board/0b6e4572-b775-4fa7-bd13-04bb9a155018>

About Michelin

Michelin's ambition is to sustainably improve its customers' mobility. The leader in the mobility sector, Michelin designs, manufactures, and distributes the tires best suited to their requirements and uses as well as services and solutions to improve transport efficacy.

Michelin also puts forward offers that allow its customers to enjoy unique moments when traveling. Michelin also develops high-technology equipment intended for multiple fields. Based in Clermont-Ferrand, Michelin is present in 175 countries, employs 132,200 people and operates 67 tire factories that, together, produced approximately 167 million tires in 2022. (www.michelin.com).

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