

HEIGHTEN YOUR SENSES

SAFETY & COMFORT

MICHELIN ENERGY XM2+

- Enjoy longer drives with better tyre life thanks to Alternate Bridge Technology which reduces tyre wear.
- Get better braking performance with silica-based tread compound which enhances road contact.



Scan QR Code to know more

100% Road

MICHELIN PRIMACY 4+

- Experience superior safety with better wet braking performance thanks to the next-gen rubber compound and self-rejuvenating tread design.
- Drive for longer with MaxTouch Construction that maximises road contact and increases tyre tread life*.



Scan QR Code to know more

100% Road

MICHELIN PRIMACY SUV+

- Journeys get comfier and safer with MaxTouch Construction tread design and an enhanced tread compound.
- Enjoy greater tyre life and braking performance on wet and dry roads.



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100% Road

MICHELIN e-PRIMACY

- Go further with ease, thanks to Energy passive compound which leads to better fuel consumption/extended battery range.
- Enjoy excellent longevity and safety even when worn thanks to MaxTouch Construction design and U-Shape grooves.



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100% Road

MICHELIN PRIMACY 4

- Enjoy long lasting safer journeys in wet as well as dry road conditions.



Scan QR Code to know more

100% Road

MICHELIN LTX TRAIL

- Conquer any road and enjoy high mileage* with our RallyForce2 rally racing inspired tread compound design.
- Enjoy better handling on wet and dry road with our Variable Thickness Sipes.
- Cut the clutter and stand out with Duo-Harmony Blocks technology which reduces interior noise by 19.8%*



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70% Road

30% Off Road

MILD OFF ROAD

MICHELIN LTX FORCE

- Our World Rally Championship (WRC) Technology and Design that provides safety on wet roads with up to 2meters shorter braking* and Lasts 35% longer vs competitors*
- Enhanced ride comfort with our CushionGuard technology that minimizes vibrations and shocks from the road.
- Our BevelTread technology cuts tyre noise down to help you focus more on your surroundings.



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70% Road

30% Off Road

MICHELIN XLT A/S

- Get greater tyre life in every season backed by a strong build, proven tread design (inspired from LTX M/S2), and new tread compound.
- Get a grip on your trip with tyres designed for exceptional grip and control on both wet as well as dry roads.



Scan QR Code to know more

80% Road

20% Off Road

MICHELIN PILOT SPORT 4 SUV

- Maneuver with precision with Dynamic Response hybrid belt which ensures outstanding handling and grip.
- Experience excellent wet and dry braking performance* through Asymmetric tread design and advanced tread compound.
- Drive in comfort with better noise reduction thanks to Optimized Tread block.



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100% Road

MICHELIN LATITUDE SPORT 3

- Enjoy a heightened driving experience achieved through our improved tread pattern design that helps transfer the engine power effectively during acceleration, cornering and braking.
- Steer through rainy conditions with our new silica-based rubber compound for better wet braking* and handling.



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100% Road

HIGH PERFORMANCE



HEIGHTEN YOUR SENSES

HIGH PERFORMANCE



MICHELIN PILOT SPORT 4

- Enjoy your drive with enhanced control and reactivity thanks to ultra-reactive tread pattern design.
- Conquer any weather with superior dry and wet braking performance thanks to our new hydrophobic Silica compound.
- Enjoy longer high-performance drives with our advanced tread design that increases tyre life.



100% Road



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MICHELIN PILOT SPORT 5

- Steer confidently with Dynamic Response Technology, which ensures precision steering control.
- Stay safe on wet & dry roads* through our Dual Sport Tread Design for unmatched grip and control.
- All eyes on you with the Premium touch design, gives a velvety micro-texture on the sidewall.



100% Road



Scan QR Code to know more



MICHELIN PILOT SPORT 4S

- Drive confidently on different road types like winding roads, hills, track or highway with our highly reactive tread design that adapts to any road.
- Enjoy precision steering control with our dynamic response technology.
- Be fearless in both dry as well wet conditions; thanks to our unique bi-compound technology.



80% Road

20% Track



Scan QR Code to know more



MICHELIN PILOT SPORT EV

- Our Formula E Tyre development inspired tread compound gives you electrified grip every time.
- Enjoy eco-friendly drives with our unique design that reduces rolling resistance and increases tyre life.
- Focus on the sounds of nature with 20% reduced tyre noise thanks to Michelin Acoustic Technology.*
- Enjoy long distance and high performing drives with our GreenPower Compound that increases battery range.*



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MICHELIN PILOT SPORT CUP 2 R

- Take your track performance to the next level with this race-proven street-legal tyre.
- Designed with OEMs like Ferrari and Porsche for some of their most powerful cars.



10% Road



90% Track



Scan QR Code to know more



MICHELIN PILOT SPORT CUP 2

- Tyre that lasts longer even in intense track use, thanks to Track Longevity 2.0 with bi-compound technology.
- Get the perfect balance of exceptional dry and wet grip with excellent steering precision.



20% Road



80% Track



Scan QR Code to know more

TRACK FRIENDLY

CAR MAKER TIRE MARKINGS

AR.	AML	AO, AOE, RO1	BG	★ ★ ★	GOE	HN, GOE		
		AO1...						
J or JLR	LR or JLR	K1,2,3	FP	LTS	LM	MGT	MO, MOE, MO1...	i
POL	N0, 1, 2, 3, 4	R	T0, T1	TPC	TPC	VOL		
	NAX, NBx, NCx...							

PRODUCT DISCLAIMERS & CLAIMS:

*T&C Apply. For detailed all-product disclaimers & performance claims please refer to the website <https://middle-east.michelin.com/en/>

*Tyre availability varies in different countries. To know more, contact local distributor or Michelin Sales Representative.

DID YOU KNOW?



• PERFORMANCE MADE TO LAST -

At Michelin, we've always made it our mission to make tyres that perform and remain safe, despite the distance travelled. A guiding principle that we apply to all our tyres: for cars, bikes, motorcycles, trucks, planes, etc.



• MICHELIN ACOUSTIC TECHNOLOGY -

MICHELIN® Acoustic Technology effectively reduces vibrations caused by the road resulting in a significant reduction of interior noise by approximately 20%*. A custom designed polyurethane foam solution muffles noise resonance which allows the drivers and passengers to benefit fully from hands-free communication devices while lessening driver fatigue on long drives.



• ZERO PRESSURE -

Run flat tyres have specific technology to allow you to drive for a limited distance at a reduced speed after a puncture or a drop of tyre pressure. MICHELIN® Zero Pressure (ZP) tyres provide run-flat technology that allows you to drive up to 50 miles at 50 mph with a flat tyre.



• SELFSEAL -

MICHELIN® Selfseal® technology helps drivers avoid delays by sealing 90% of summit tread punctures from nails and screws*. MICHELIN® Selfseal Technology is optimized for the objects most likely to leave you stranded roadside (like nails and screws) by sealing most punctures up to 6mm. It remains an environmentally friendly option by utilizing a natural rubber sealant material that has no impact on rolling resistance and maintains all other tyre performances.

*Up to ¼" diameter with a loss of less than 15 PSI per week



• OE MARKINGS -

OE stands for "Original Equipment", meaning that the tyres were approved by your vehicle manufacturer to be fitted as standard on your vehicle. Some vehicle manufacturers, such as Audi, BMW, Mercedes and others, equip their vehicles with tyres that are specifically made for their brand. These tyres have a special OE marking on the sidewall. In this case, Michelin recommends replacing the tyres on your vehicle with tyres with the specific OE marking.



MICHELIN