

MICHELIN *PRIMACY 4*

***SAFE WHEN NEW,
SAFE WHEN WORN***



MICHELIN

MICHELIN PRIMACY 4

SAFE WHEN NEW, SAFE WHEN WORN*

- **Outstanding wet braking performance¹**

Brakes 2.5 shorter when new, and 5.1m shorter when worn, versus other premium brands²

- **Silent and comfortable ride**

Rated most silent and comfortable ride versus other premium brands³



WE PUT OUR NEW AND WORN TYRES TO THE TEST

MICHELIN PRIMACY 4

NEW



Other Premium Tyres

NEW



+ 2.5 M

MICHELIN PRIMACY 4

WORN



Other Premium Tyres

WORN



+ 5.1 M

FACT:

INDEPENDENTLY TESTED WORN MICHELIN PRIMACY 4 TYRES ARE SAFER BY 1.8 METERS THAN SOME NEW TYRES!

¹WORN condition: tyres tested at 2mm remaining tread depth.

²Wetbraking test 80 to 0 kph, conducted by TUV Rheinland Thailand Ltd, on Michelin's request in January 2018, on dimension 225/50R17 on Honda Accord. Comparing new and worn MICHELIN Primacy 4 versus average of 4 premium brands of tyres.

³Interior noise testing at 50-70kph and comfort assessment at 30-50kph, conducted by TUV Rheinland Thailand Ltd, on Michelin's request in January 2018, on dimension 225/50R17 on Honda Accord. Comparing MICHELIN Primacy 4 versus average of four premium brands of tyres.



MICHELIN

www.michelin.co.nz

TECHNOLOGY



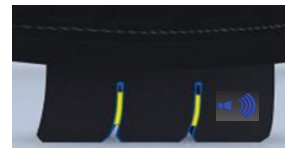
Evergrip Technology

- For outstanding grip on wet roads even when worn
- Its sculpture provides +50% of space to evacuate more water (when new and when worn) compared to MICHELIN Primacy 3 ST
- New sculpture provides more groove space for wet grip - both when new and when worn
- Thanks to the new rubber compound, MICHELIN Primacy 4 is able to provide an outstanding wet braking performance, when new and even when worn

Tread blocks without inter-locking bands



Primacy 4 Tread blocks with inter-locking bands



Silent Rib technology

- With inter-locking bands that minimize deformation of the tread blocks
- Less tyre noise for a silent and more comfortable ride

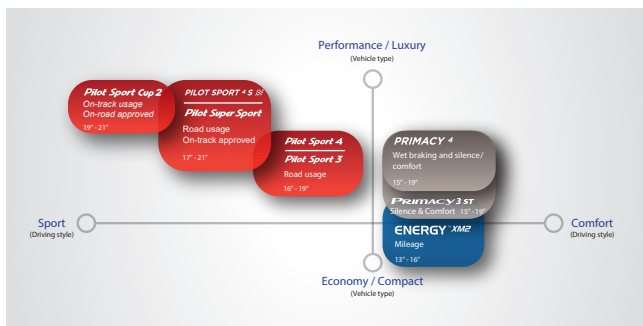
KEY VEHICLE FITMENTS

Audi A3, A4, A6
BMW 3-Series, 5-Series
Honda Accord, Civic
Hyundai i30, Genesis
Lexus ES, GS, and LS
Mazda 3, 6
Mercedes E-Class and C-Class
Nissan Almera
Toyota Camry, Corolla

KEY OE AWARDS

Audi Q3
BMW 3-Series
Citroen DS3-SUV
Ford Focus
Lexus CT
Mercedes A-Class
Nissan Juke
Toyota Corolla
Volkswagen Golf
Volvo S60, XC40, V40

MICHELIN Passenger Car Tyre Positioning Map & Product Lineup



Sport

Racing-born performance sports tyres for drivers who want sporty driving.



Premium Sedan

Premium tyres with the utmost comfort, the lowest tyre noise, and superior handling performance.



Sedan

Proven longer lasting tyres with fuel saving and maximize safety for your daily use.



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