

ENHANCED DRIVING EXPERIENCE WITH ULTIMATE COMFORT & SILENCE*

FITTED ON THE MOST PRESTIGIOUS SUV MODELS



MICHELIN
 **LATITUDE Sport 3**



...And with **MICHELIN Total Performance**, more performances brought together.
Excellence in Safety, Longevity and Fuel Economy in SUV Segment.

Size extensions in progress. Information correct at the date of publication. For more information, see www.michelin.com
*Compared to its predecessor, MICHELIN LATITUDE Sport, TÜV SÜD test 2013 on a wet road (235/65 R 17). MICHELIN LATITUDE Sport 3 has an «A» rating for wet grip in the majority of its sizes.



MICHELIN **LATITUDE Sport 3**

A TYRE DESIGNED TO MEET THE MAIN REQUIREMENTS OF PREMIUM SUV USERS

SAFETY

• IMPROVED BRAKING*

- ▶ Dry Braking: **1.20 meters shorter braking distance.**
- ▶ Wet Braking: **2.70 meters shorter braking distance.**

• IMPROVED DRIVING*

A tread pattern designed to **transfer engine power effectively** during **acceleration, cornering and braking.**

• IMPROVED ROBUSTNESS

Two-ply casing technology for on-road usage SUVs.

• ENHANCED GRIP*

An innovative & high performance formulation of rubber compounds for the tread band with a mix of silica and the latest generation of elastomers.

- ▶ Wet Cornering: **10% greater lateral grip.**

* Compared to MICHELIN Latitude Sport, TÜV SÜD test 2013 on wet road (235/65 R 17), MICHELIN Latitude Sport 3 has an «A» rating for wet grip in the majority of its sizes.



COMFORT & REDUCED NOISE LEVEL

Improved Robustness with **no compromise on comfort or noise.**

- ▶ Tuned for On-Road SUVs

LONGEVITY

Excellent mileage performance with no compromise on safety and fuel economy.

- ▶ **10% increase in wear life***

FUEL ECONOMY

Reduced tyre's rolling resistance thanks to the variable thickness sipes & innovative tread compound.

- ▶ **25% reduction in rolling resistance***
- ▶ **The Best in SUV Segment.**