

# MICHELIN *PRIMACY*<sup>SUV</sup>

For SUV and 4x4

***PROTECT YOUR FAMILY WITH  
MICHELIN PRIMACY SUV TYRES***



# MICHELIN PRIMACY<sup>SUV</sup>

- ▶ **Reduced braking distance** : 2.3 metres shorter braking distance on wet roads <sup>(1)</sup> and 3.8 metres shorter on dry roads <sup>(2)</sup>
- ▶ **10% better handling on wet roads** <sup>(3)</sup>
- ▶ **Smooth and comfortable ride**

## TECHNOLOGIES

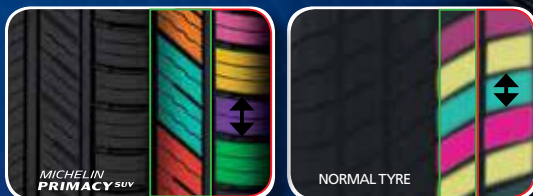
### ▶ *FlexMax 2.0*

- Using *FlexMax 2.0* technology, the tread adapts to the shape of the road for better connection and grip.
- *FlexMax 2.0* and the chamfered tread block edge prevent the block from distorting and losing contact pressure, ensuring maximum rubber contact with the road when it is needed the most.



### ▶ *EvenPeak*

Thanks to more tread block numbers in circumferential direction, the noise frequency shift to higher and it helps better noise perception.



### ▶ *StabiliGrip*

*StabiliGrip* technology uses self-locking blocks inside the small grooves (sipes) to minimise tread block deformation and improve handling. At the same time, these small grooves cut through water on wet surfaces.



### ▶ *CushionGuard*

Keeps the ride smooth, steady and comfortable. Absorbs bumps in the road using the shock absorbent sidewall and supple tread.



More all round performance thanks to MICHELIN leading technologies



<sup>(1)</sup> The test was carried by CATARC on 11th Apr. 2015, compared to leading competitors. Vehicle: Honda CR-V 2.0 VVT. Tyre size 225/65R17. Speed: 80 km/h to 20km/h. Tyre pressure: 210 kPa.

<sup>(2)</sup> The test was carried by CATARC on 11th Apr. 2015, compared to leading competitors. Vehicle: Honda CR-V 2.0 VVT. Tyre size 225/65R17. Speed: 100 km/h to 0km/h. Tyre pressure: 210 kPa.

<sup>(3)</sup> The test was carried by CATARC on 11th Apr. 2015, compared to MICHELIN Primacy SUV premium leading competitor. Vehicle: Honda CR-V 2.0 VVT. Tyre size 225/65R17. Tyre pressure: 210 kPa.