

LATITUDE Sport 3

Acclaimed for its driving dynamic and safety¹

01 Engineered to excel under wet conditions

2.70 metres¹ shorter braking distance thanks to new tread compound and increased void ratio

02 25% Lower rolling resistance²

Variable thickness sipes reduce tread block deformation, improves rolling resistance

03 10% Better longevity³

Innovative tread compound

04 Chosen by some of the World's Best Vehicle Manufacturers

The choice of SUV and Crossover manufacturers such as Porsche and BMW



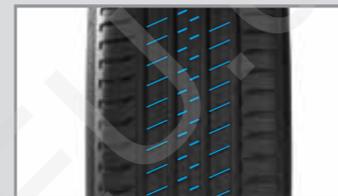
¹ Test conducted in 2013 by Germany's independent TV SD Automotive centre using size 235/65R17 on wet road, compared with the MICHELIN Latitude Sport tyre

² Test conducted in April 2013 by TUV Sud Europe

³ Tests conducted in July 2013 by DEKRA Test Centre (Europe)

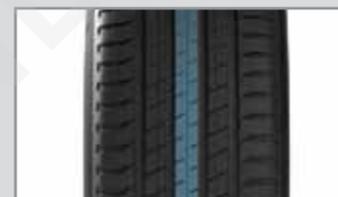
For more information, go to www.michelin.country

TECHNOLOGY



Auto-blocking sipe

- Optimum braking performance by auto-blocking sipe
- Improved fuel economy with reduced tread deformation by bands between blocks



Innovative tread pattern

- Improved wet braking and mileage with latest MICHELIN compound technology and optimized groove spacing



Sports compound

- Reinforced safety in rainy conditions with the sports compound of Pilot Sport 3
- Improved fuel economy with heat control by applying the compound silica



Double casing ply

- High durability ensured by applying double casing ply
- (* Some sizes excluded)

POSITIONING MAP



KEY VEHICLE FITMENTS

Porsche Macan, Cayenne
BMW X6

KEY OE AWARDS

Mercedes Benz GLK
BMW X3, X5, X6
Porsche Macan, Cayenne
Volvo XC60, XC90