

# PRIMACY 3 ST

Keeps noise out and comfort in. Offers to a safer and more peaceful drive every day.



## 01 A class leading quiet drive

8% quieter than leading competitors<sup>2</sup>

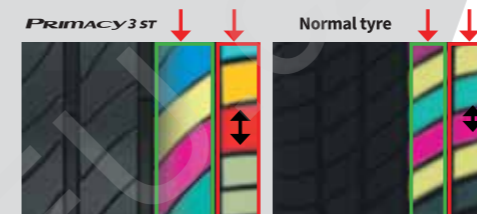
## 02 Maximum safety

2.9 meters shorter braking distance on wet roads<sup>2</sup> compared to leading competitors

## 03 Lasts longer

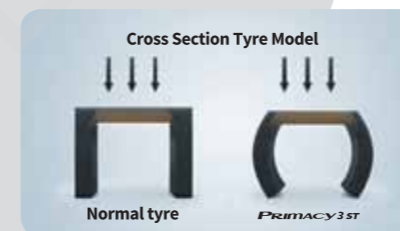
25% better in longevity compared to its previous generation<sup>3</sup>

## TECHNOLOGY



### EvenPeak Technology

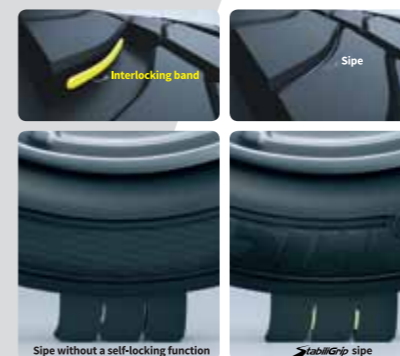
- Reduced noise by spreading out the noise over different configurations of tread blocks<sup>1</sup>



Flexible tread compound cushions vibrations

### CushionGuard Technology

- Keeps the ride smooth, steady and comfortable by cushioning vibrations and absorbing bumps in the road



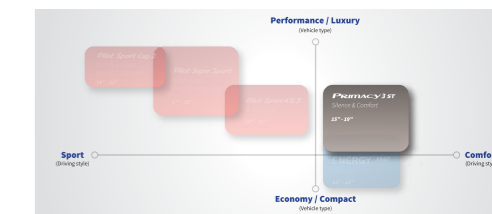
### FlexMax Technology

- Better connection & grip with the road by adapting to the shape of the road

### StabiliGrip Technology

- Better braking and handling with more stable tread blocks in your Primacy 3 ST tyre

## POSITIONING MAP



## KEY VEHICLE FITMENTS

**Audi A4, A6**  
**BMW 3-Series, 5-Series**  
**Honda Accord, Civic**  
**Lexus LS430**  
**Mercedes Benz C, E, S-Class**  
**Toyota Camry, Altis**

## KEY OE AWARDS

**BMW 1-Series**  
**Volvo S90**  
**Honda CRV**  
**Toyota Camry**

<sup>1</sup> LEQ – Equivalent Sound Pressure Level. Based on vehicle test conducted in Japan in 2012 (Both Road noise and Pattern noise)

<sup>2</sup> Based on TUV Rheinland Australia Pty Ltd. wet braking test report conducted in 2013

<sup>3</sup> Based on internal test conducted in Thailand, compared with MICHELIN Primacy LC

<sup>1</sup> LEQ – Equivalent Sound Pressure Level. Based on vehicle test conducted in Japan in 2012 (Both Road noise and Pattern noise)