

# MICHELIN / e•PRIMACY



PASSENGER CAR  
Premium sedan / Electric or Hybrid car

## A BETTER CHOICE FOR THE ENVIRONMENT

SUSTAINABLE PERFORMANCE, MADE TO LAST



9.7% less fuel consumption<sup>1-3</sup>



Excellent longevity: Tread wear life 18.3% better than competitors<sup>4</sup>



High standard of safety from first to last kilometer



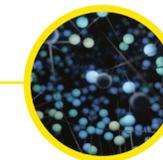
Silent and comfortable ride

### KEY VEHICLE FITMENTS

Audi Q3, A4  
BMW i3 (BEV), X1  
Infiniti Q50  
Lexus NX  
MG ZS  
Nissan Note e-Power, Leaf  
Toyota Mirai, Camry, Corolla, Prius Hybrid  
VW Tiguan, Passat

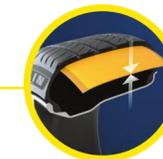
For more information on no. 1-5

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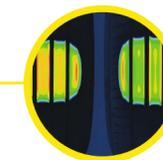
### Energy passive compound

Unique high-elasticity compound features better coupling between elastomer and filler. This improves energy dissipation in the tire, reducing rolling resistance and fuel consumption.



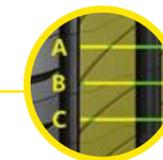
### Slim belt

Thinner top belts provide the same strength with fewer raw materials, improving fuel consumption or battery range for electrical vehicles.



### MaxTouch Construction™

Maximizes tire contact with the road and evenly distributes forces of acceleration, braking and cornering — delivering longer tread life.



### Silent rib

Rubber and groove surfaces are always constant regardless of sector (A, B, C in picture) of longitudinal tread surface. This maintains sound at a constant level (air vibration generated between tire and road surface) and results in a silent and comfortable drive.



### Acoustic<sup>5</sup>

Polyurethane layer inserted in the tire's inner liner absorbs air vibration and results in noise reduction. Michelin Acoustic technology enables a premium silent drive.



SUMMER



ALL SEASON



WINTER



PREVIOUS



NEXT