

# MICHELIN Primacy SUV tyres - The most important safety feature on your SUV



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The new MICHELIN PRIMACY SUV tyre delivers confidence and tranquility to drive your family safely even in the most unpredictable driving conditions.

Michelin developed the latest tyre for SUV "MICHELIN Primacy SUV" with higher safety from car control and precise braking system which effectively strengthen handling on wet road. MICHELIN Primacy SUV was designed to address SUV utility in Thailand and the Asia-Pacific region.

Mr. Alexandre Hennion, Commercial Director Passenger Car and Light Truck tyres, Michelin Siam Company Limited revealed: "Growth in Thailand's SUV car market has been rapidly multiplied compared to the previous 10 years. In the past decade, market share for SUV accounted for a mere 7%. Currently, the ratio has jumped to 13% of the total vehicle sales (source: Global Insight). Alongside, tyres for SUV have tendency to grow in the same direction. According to Michelin's research study, it found out that in 2015 market share for SUV tyres is equivalent to 17.3% compared to the total market share of tyres for passenger cars and vehicle for commercial purpose. The market tends to continually grow by an approximate rate of 4.9% per annum for the next 5 years. As such, Michelin decided to specifically develop tyres with maximum efficiency for SUV in response to varying demands of SUV users."

Most SUV (Sport Utility Vehicle) drivers choose their vehicle's safety features carefully - considering ABS, airbags, and traction control. But more often than not, they underestimate the vital role that tyres play. As the only contact with the road, good tyres are a driver's first guarantee of a safe and comfortable ride.

The area of a tyre that touches the road surface is approximately the size of a postcard. It is not much when you consider all the functions of a tyre: supporting the car, transmitting traction and braking forces, absorbing road shocks and steering. This is why tyres should be regarded as a priority when considering the safety of any type of vehicle.

The MICHELIN Primacy SUV is exclusively designed by Michelin for SUVs. It was developed specifically for the Asia Pacific's extreme road and weather conditions with the objective of offering maximum safety to SUV owners and their families.

Speaking about the new tyre, Mr. Alexandre Hennion, said, "We have listened to SUV drivers in our region. They choose their vehicles because they want more safety for themselves and their family on their daily commute, as well as during long distance travel.

"SUVs are larger, more robust vehicles, they offer better visibility and more space, but they can at times be more difficult to handle and to stop, especially on wet roads. The MICHELIN Primacy SUV tyre was developed to address these needs, and provide maximum safety and protection to the driver and their family."

The new tyre offers significant safety improvements:

- 2.1 meters<sup>1</sup> shorter braking distance on wet roads.
- 10%<sup>2</sup> improved grip in wet cornering.
- 1.6 meters<sup>3</sup> shorter braking in dry conditions.

As a result of the combination of these technologies, the MICHELIN Primacy SUV tyre is able to offer drivers a safer, smoother ride. Thanks to MICHELIN Total Performance, this is achieved without compromising other tyre performance characteristics.

The new MICHELIN Primacy SUV, is available in 9 sizes. The new tyre is distributed in all TYREPLUS and 1,500 Michelin Authorized dealer networks nationwide.