

PRESS INFORMATION

The Michelin Latitude Sport and Porsche Cayenne

The MICHELIN Latitude Sport is being fitted to the latest Cayenne S E-Hybrid as its environmental performance characteristics are fully in-tune with those of the car.

The design of the tyre conveys an image of power and control and meets user requirements by delivering optimal safety, reducing rolling resistance to improve fuel efficiency and increasing battery range, and increasing longevity.

Despite being designed for SUVs, the Michelin Latitude Sport manages to combine the performance characteristics of a sports tyre with the comfort and robustness of an SUV tyre, without compromising on environmental aspects like longevity and rolling resistance. These last two performance criteria are particularly important for hybrid electric vehicles by optimising battery range and reducing fuel consumption, and therefore CO₂ emissions.

This environmental performance is possible due to a number of new innovations. A new tread compound combines silica and latest-generation elastomers to ensure excellent total mileage while improving safety and fuel savings. Integrating silica into a compound made using the latest-generation elastomers reduces energy-consuming heat build-up and because of this, the tread compound helps to increase fuel efficiency. Variable thickness sipes reduce tread deformation, which reduces the tyre's rolling resistance.

Another important element to be taken into consideration is tyre life. While this reduced the frequency with which tyres need to be replaced, it also reduces the amount of raw materials needed to manufacture the tyres – due to fewer tyres being used.

The Michelin Latitude Sport highlights the MICHELIN Total Performance strategy, where innovation and cutting-edge technology are deployed to enhance safety, longevity, fuel savings and driving enjoyment without compromising in any other areas of performance.

This strategy is one of the prime examples of the commitments to responsible mobility that Michelin and Porsche share as it perfectly complements the Porsche Intelligent Performance concept which combines performance and efficiency in an exciting range of drivers' cars.

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