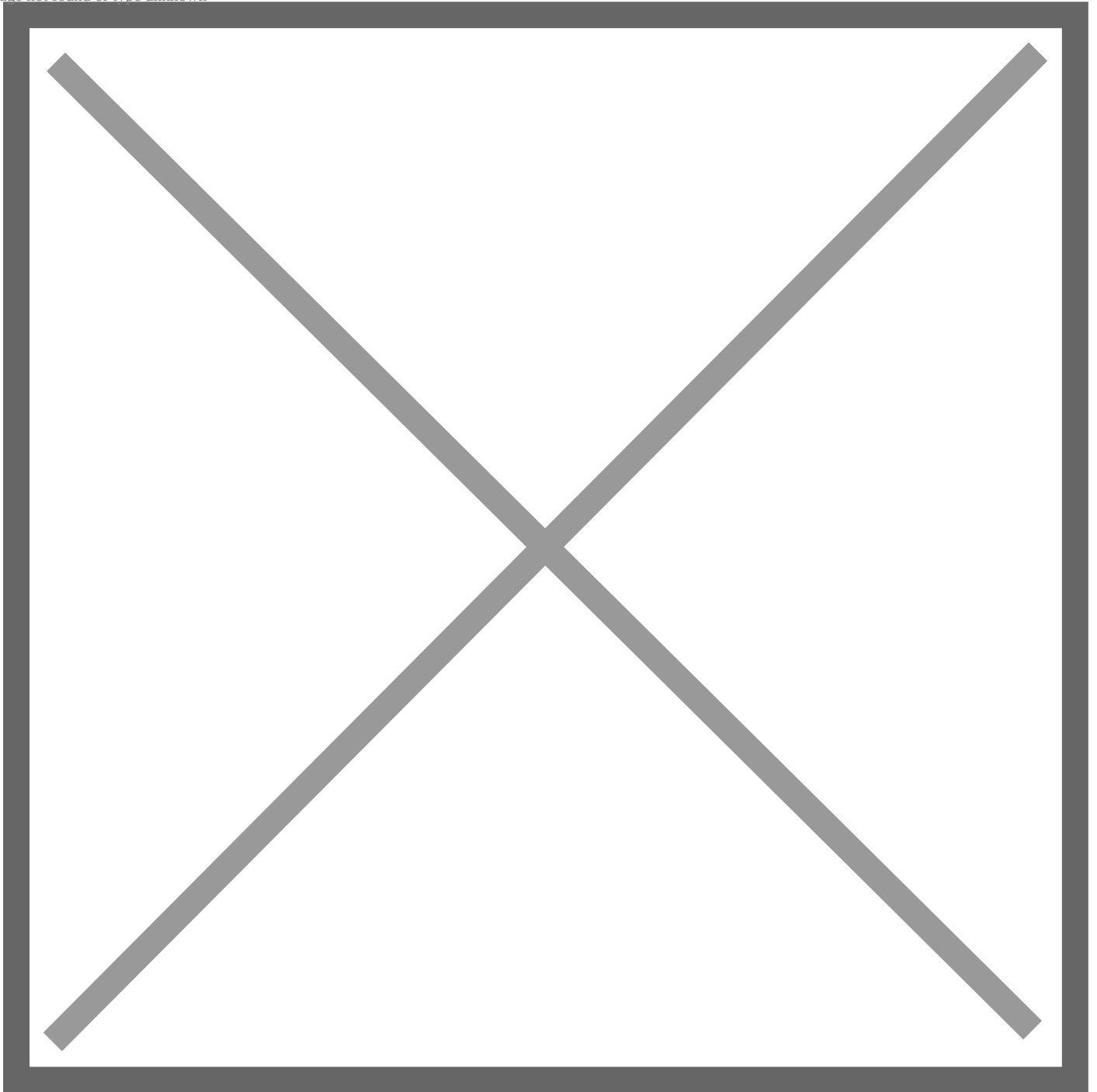


Michelin's Innovative Premier Tires to Come On New 2016 Lexus RX

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NEW YORK, April 1, 2015 – The exciting new 2016 Lexus RX, introduced at the New York International Auto Show, arrives with Michelin’s latest advancement in tire safety technology, the MICHELIN® Premier® LTX® tire.

Featuring the revolutionary EverGrip™ technology, the MICHELIN Premier tire provides drivers with exceptional levels of safety even as their tires wear down, making them safe when new and safe when worn. Even when worn, the MICHELIN Premier LTX still stops shorter on wet roads than leading competitive brand new tires.¹

Available on 2016 Lexus RX models, the MICHELIN Premier tire combines hidden grooves that emerge as the tire wears, expanding rain grooves that widen over time to continue to evacuate water and a unique rubber compound for increased wet grip. The result is prolonged safety and performance for vehicle owners in a range of weather conditions.

“We worked very closely with the Lexus team to tune the Premier tire to meet the important safety and performance needs of the next generation Lexus RX,” said Thom Roach, vice president of Original Equipment Marketing, Michelin North America. “The MICHELIN Premier tire, like the Lexus itself, offers advancements in safety and performance that demonstrate both brands’ commitment to innovation.”

The Michelin Premier tire was recognized by *Popular Science* magazine as one of the Top 100 innovations of 2014 in its annual “Best of What’s New” list. The New England Motor Press Association and MIT also selected the tire as a top technology for automotive suppliers.

The MICHELIN Premier LTX tire will be available in an 18-inch and 20-inch option. Tire sizes are 235/65R18 and 235/55R20.

¹ Based on internal wet braking tests from 50 mph vs. Goodyear® Assurance® CS TripleTred™ All-Season and Continental CrossContact™ LX20 in size 255/55R18 109H; using the Michelin® Premier® LTX® tire in size 255/55R18 109H buffed to 5/32” of tread. Actual on-road results may vary.