



In-car accessories 2015





The MICHELIN brand

Michelin's mission is to contribute in a sustainable way to progress in the mobility of people and goods by constantly making travelling safer, easier, more enjoyable, more economical and more respectful of people and the environment.

The MICHELIN brand enjoys almost 100% brand recognition in mature markets (France, Germany, UK, Spain, Italy and USA) as well as Turkey and Taiwan and over 85% in most other countries, including China, Russia, Mexico and Japan.

Consumers around the world agree on what the MICHELIN brand means to them:

- Road safety
- Superior quality
- Reliability
- High-performance products
- Long-lasting tyres
- A long history (in mature markets)
- Professionalism (in developing markets)

The Michelin Man is the symbol of the MICHELIN brand and has been its standard bearer all over the world since 1898. His enduring popularity, his presence among his audience and the spirit that has always been his driving force led him to be voted best advertising icon of all time (Source: Financial Times, 2000).





MICHELIN RESEARCH AND INNOVATION

All MICHELIN products are developed to the highest technical specification with the objective of improving mobility, whether in terms of safety, efficiency or comfort. An on-going commitment to research and innovation has helped Michelin to launch numerous awarded products.



The following outlines the typical key stages in the development of Michelin Vehicle Accessories

NO.1

MARKET RESEARCH

This fundamental stage consists of understanding consumers' needs, what is available on the market to meet those needs and what innovation can be incorporated to ensure products meet and exceed the expectations of the consumers.

INNOVATION

NO.2

Michelin is an expert in technology and materials related to tyres (eg: rubber, textiles, steel, processes) and this expertise is used throughout our research and development facility in Ladoux France to develop innovative products.

NO.3

CONCEPT

Specifications and concept designs are developed, taking into account the consumer requirements and the inclusion of new technologies wherever possible. The specifications detail the performance criteria for the products including for example fulfilling the function required, lifespan, comfort, noise and ease of use.

STANDARDS AND REGULATIONS

NO.4

All MICHELIN products are tested and certified to prove that they meet the standards and regulations of the countries in which they are sold.

NO.5

TESTING AND VALIDATION

The design engineers manufacture many prototypes which are tested by external test houses. MICHELIN products are improved until customers' expectations are met and the required performance is achieved. Once the prototype has been validated, the product is industrialized and the final product is validated.

**AND YOU,
WHAT'S YOUR
BETTER WAY
FORWARD?**



In-car accessories

In an aim to identify and meet all the needs of motorists Michelin has developed a range of in-car accessories to make journeys more pleasurable.



Michelin Heavy Duty Rubber Mats with FLEXLINES™

™



Available in

Black

Grey

Tan

- 4-Piece Set - 2 Front & 2 Rear
- Universal Fit mats are designed to fit most vehicles: cars, trucks, SUV's & vans
- Premium Rubber is naturally soil and stain resistant
- Easy to clean: simply rinse with soap and water
- FLEXLINES™ Allow mats to mold to contours of vehicle floor for a smooth, snug fit
- DIRT TRAPS™ Collect and hold water, dirt and debris for greater carpet protection
- TREAD & CLEAT™ BACKING SYSTEM Unique anti-slip cleat design provides aggressive grip



Description	Model No.	EAN	Dims CM	Weight Kgs	
Heavy Duty Rubber Mats with FLEXLINES	903		Front	1.93kg Driver	
			71.12 L x 46.99 W x 1.93 H	1.59 kg Passenger	
			Rear	0.78kg	
			33.02 L x 48.26 W x 1.93 H		
Packaging	MOQ	PCS/CTN	Weight kgs	Dims CM	Carton CBM
Plastic Hanger	600	3	16.78 kg	76.2 L x 48.26 W x 11.43 H	0.042000

Michelin All-Weather Rubber Cargo/Utility Mat with FLEXLINES™

TM



- 1-Piece Set
- Universal Fit mats are designed to fit most vehicles: cars, trucks, SUV's & vans
- Premium Rubber is naturally soil and stain resistant
- Easy to clean: simply rinse with soap and water
- FLEXLINES™ Allow mats to mold to contours of vehicle floor for a smooth, snug fit
- DIRT TRAPS™ Collect and hold water, dirt and debris for greater carpet protection

Description	Model No.	EAN	Dims CM	Weight Kgs	
All-Weather Rubber Cargo/Utility Mat with FLEXLINES	909	 5 060428 030152 >	92.7 L x 61 W x 0.8 H	3.5kg	
Packaging	MOQ	PCS/CTN	Weight kgs	Dims CM	Carton CBM
 Plastic Hanger	600	4	15.2 kg	64.8 L x 48.3 W x 10.2 H	0.032000

Changes in the interest of technical progress may mean the product varies from that shown here

Michelin Premium Carpet with Heel Pad





Available in

Black 

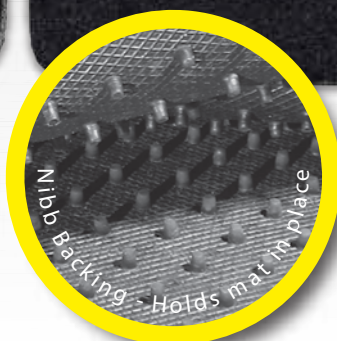
Grey 

Tan 

- 4-Piece Set - 2 Front & 2 Rear
- Universal Fit mats are designed to fit most vehicles: cars, trucks, SUV's & vans
- Durable polypropylene carpet is soft to the touch and resists stains and soil
- Easy to clean: simply rinse with soap and water
- Woven carpet heel pad provides extra durability in high wear area to help extend mat life
- Nib Backing System. Unique anti-slip nib design provides aggressive grip

Description	Model No.	EAN		Dims CM	Weight Kgs
Premium Carpet with Heel Pad	924	 5 060428 030169 >		Front 64.14 L x 43.2 W x 0.51 H Rear 26.04 L x 42.55 W x 0.51 H	0.66kg Driver 0.48 kg Passenger 0.81kg
Packaging	MOQ	PCS/CTN	Weight kgs	Dims CM	Carton CBM
 Plastic Hanger	600	6	13.5 kg	78 L x 44.2 W x 15 H	0.052000

Michelin Premium Carpet with Rubber Heel Pad





Available in

Black 

Grey 

Tan 

- 4-Piece Set - 2 Front & 2 Rear
- Universal Fit mats are designed to fit most vehicles: cars, trucks, SUV's & vans
- Premium Rubber is naturally soil and stain resistant
- Easy to clean: simply rinse with soap and water
- Plush Carpet. Woven carpet is long-wearing, soft to touch and resists stains and soil
- Rubber Heel Pad. Provides extra durability in high wear area to help extend mat life
- Nib Backing System. Unique anti-slip nib design provides aggressive grip

Description	Model No.	EAN	Dims CM	Weight Kgs	
Premium Carpet with Rubber Heel Pad	928		Driver Front 66.7 L x 43.8 W x 1.4 H Passenger Front 66.7 L x 43.8 W x 1.4 H Rear 27.9 L x 43.8 W x 1.4 H	1.15kg Driver 0.89 kg Passenger 0.44kg	
Packaging	MOQ	PCS/CTN	Weight kgs	Dims CM	Carton CBM
 Plastic Hanger	1,200	4	11.1 kg	74.3 L x 43.2 W x 12.1 H	0.039000

Michelin All-Weather Rubber Mats with FLEXLINES™

™



- Available in
- Black ●
 - Grey ●
 - Tan ●

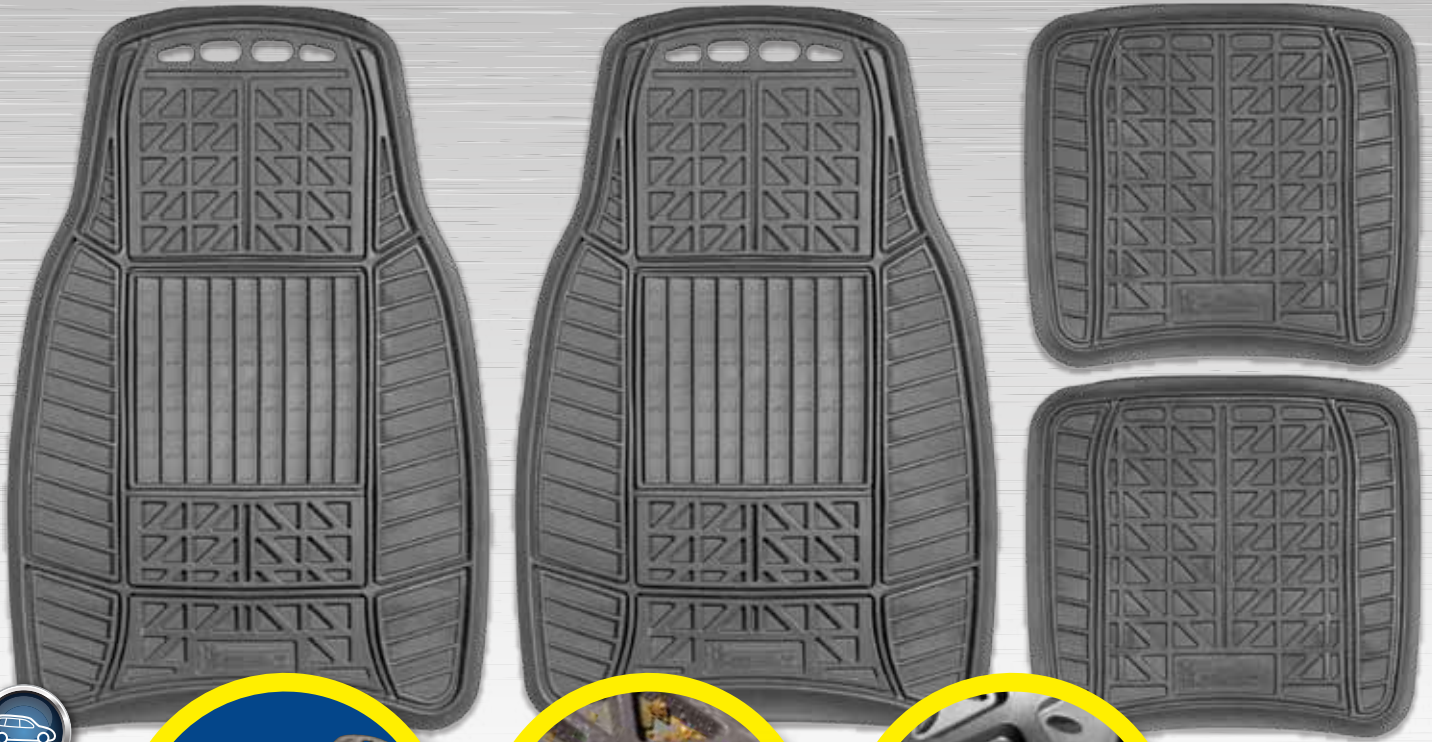
- 4-Piece Set - 2 Front & 2 Rear
- Universal Fit mats are designed to fit most vehicles: cars, trucks, SUV's & vans
- Premium Rubber is naturally soil and stain resistant
- Easy to clean: simply rinse with soap and water
- FLEXLINES™ Allow mats to mold to contours of vehicle floor for a smooth, snug fit
- DIRT TRAPS™ Collect and hold water, dirt and debris for greater carpet protection
- TREAD & CLEAT™ BACKING SYSTEM Unique anti-slip cleat design provides aggressive grip

Description	Model No.	EAN	Dims CM	Weight Kgs	
All-Weather Rubber Mats with FLEXLINES	965		Front 71.1 L x 45.7 W x 1.1 H	1.4kg	
			Rear 40.6 L x 33 W x 0.3 H	0.6kg	
Packaging	MOQ	PCS/CTN	Weight kgs	Dims CM	Carton CBM
Plastic Hanger	600	4	15.9 kg	73.6 L x 48.3 W x 10.8 H	0.03800

Changes in the interest of technical progress may mean the product varies from that shown here

Michelin All-Weather Rubber Mats with FLEXLINES™

™



Available in

Black ●

Grey ●

Tan ●

Clear ○

- 4-Piece Set - 2 Front & 2 Rear
- Universal Fit mats are designed to fit most vehicles: cars, trucks, SUV's & vans
- Premium Rubber is naturally soil and stain resistant
- Easy to clean: simply rinse with soap and water
- FLEXLINES™ Allow mats to mold to contours of vehicle floor for a smooth, snug fit
- DIRT TRAPS™ Collect and hold water, dirt and debris for greater carpet protection
- TREAD & CLEAT™ BACKING SYSTEM Unique anti-slip cleat design provides aggressive grip

Description	Model No.	EAN	Dims CM	Weight Kgs	
All-Weather Rubber Mats with FLEXLINES	980		Front	1.5kg Colours	
			69.6 L x 48 W x 1.9 H	1.2 kg Clear	
			Rear	0.6kg Colours	
			35.9 L x 40.6 W x 0.6 H	0.5kg Clear	
Packaging	MOQ	PCS/CTN	Weight kgs	Dims CM	Carton CBM
Plastic Hanger	600	4	19.1 kg Colours 15.6 kg Clear	84.5 L x 49.5 W x 10.8 H	0.045000

Michelin Carpet/Rubber Mats with FLEXLINES™

™





Available in

Black ●

Grey ●

Tan ●

- 4-Piece Set - 2 Front & 2 Rear
- Universal Fit mats are designed to fit most vehicles: cars, trucks, SUV's & vans
- Premium Rubber and Durable Carpet are naturally soil and stain resistant
- Easy to clean: simply rinse with soap and water
- FLEXLINES™ Allow mats to mold to contours of vehicle floor for a smooth, snug fit
- DIRT TRAPS™ Collect and hold water, dirt and debris for greater carpet protection
- TREAD & CLEAT™ BACKING SYSTEM Unique anti-slip cleat design provides aggressive grip



Description	Model No.	EAN	Dims CM	Weight Kgs	
Carpet/Rubber Mats with FLEXLINES	990		Driver Front 71.1 L x 50.8 W x 1.9 H	1.9 kg	
			Passenger Front 71.1 L x 51.4 W x 1.9 H		
			Rear 38.1 L x 45.7 W x 1.9 H	0.7 kg	
Packaging	MOQ	PCS/CTN	Weight kgs	Dims CM	Carton CBM
 Plastic Hanger	600	3	19 kg	75.6 L x 53.3 W x 11.4 H	0.046000

Michelin Premium Automotive 14-in-1 Multi-tool



- Adjustable wrench
- Twist ON-OFF LED flashlight
- Emergency glass breaker
- Needle-Nose pliers
- Seatbelt cutter
- Philips screwdriver
- Multi-function blade with:
 - 4.5•6mm box spanners
 - Serrated wire stripping edge
 - Flathead screwdriver
 - Bottle opener
 - Can opener



Description	Model No.	EAN	Dims CM	Weight Kgs	
Premium Automotive 14-in-1 Mutli-tool	3115	 5 060428 030213 >	14 L x 4.80 W x 1.90 H	200g	
Packaging	MOQ	PCS/CTN	Weight kgs	Dims CM	Carton CBM
 Blister	5000	10	3.20 kg	24.1 L x 22.2 W x 27.9 H	0.010000

