



Automotive Appearance Catalogue 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?





Car care and appearance

This range helps motorists to maintain the appearance of their vehicles.



Michelin Wheel Cover 34

With NVS - Night Vision Security



Silver



- 4 pack
- NVS - Night Vision Security. Exclusive to Michelin.
- High quality ABS
- Quick and easy to fit
- Permanent fixing via spring-loaded metal ring
- Easy to clean



Available in 4 sizes 5 colours



White



Black and Silver



Graphite



Black Chrome



Michelin Wheel Cover 42

With NVS - Night Vision Security



Silver



- 4 pack
- NVS - Night Vision Security. Exclusive to Michelin.
- High quality ABS
- Quick and easy to fit
- Permanent fixing via spring-loaded metal ring
- Easy to clean
- Chrome centre detail



Available in 4 sizes 4 colours



White



Graphite



Black Chrome



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

Michelin Wheel Cover 43c

With NVS - Night Vision Security



Silver



- 4 pack
- NVS - Night Vision Security. Exclusive to Michelin.
- High quality ABS
- Quick and easy to fit
- Permanent fixing via spring-loaded metal ring
- Easy to clean
- Chrome centre detail



Available in 4 sizes 4 colours



White



Graphite



Black Chrome



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

Michelin Wheel Cover 43

With NVS - Night Vision Security



Silver



- 4 pack
- NVS - Night Vision Security. Exclusive to Michelin.
- High quality ABS
- Quick and easy to fit
- Permanent fixing via spring-loaded metal ring
- Easy to clean



Available in 4 sizes 4 colours



White



Graphite



Black Chrome



Michelin Wheel Cover 49

With NVS - Night Vision Security



Silver and Black

- 4 pack
- NVS - Night Vision Security. Exclusive to Michelin.
- High quality ABS
- Quick and easy to fit
- Permanent fixing via spring-loaded metal ring
- Easy to clean



