

## Michelin Green X

Michelin manufactures tires for practically every type of consumer vehicle from cars, vans and pickups to crossover and sport utility vehicles and has long been committed to better mobility through the "sustainability of the planet and society over the long term."



While many drivers favor environmentally friendly mobility, most are unaware of how tires influence their vehicle's energy efficiency and environmental impact.

Regardless of the source of fuel (gasoline, ethanol, diesel or hybrid), energy is needed to keep the vehicle moving forward. Lowering tire rolling resistance by optimizing a tire's weight, internal structure, tread design and tread compound make it possible to reduce vehicle fuel consumption and its emissions of CO<sub>2</sub> and other greenhouse gases.

Many of Michelin's most fuel-efficient Original Equipment (O.E.) and replacement tires are branded with their Green X symbol to provide visual confirmation of the tire's positive contribution to vehicle fuel efficiency and the global environment.

The application of the Green X symbol is determined by laboratory testing on a model-by-model, size-by-size basis. It is Michelin's guarantee that the tire provides a level of energy efficiency among the highest in the market for its category without compromising other key characteristics, such as traction and tread wear.

