



# GROWING

Spring 2007, Volume 1  
A newsletter from  
Michelin Ag Tires

# Forward >>>>>>>>

## Axiobib™ impresses Iowa grower



"The ride we get with the Axiobib tires is comparable to riding in a half-ton pickup, which to me is really smooth.

"Before we started using the Axiobib tires with Ultraflex Technology, we had to run the competitive tires at 20 psi to control power hop. ... With the Axiobib tires, we run at pressures of 8 psi front and 6 psi rear, and wheel slip is in the 6 percent to 8 percent range. ... We can now cover 15 acres per hour when previously we were around 12 to 13 acres."

Lowell Garrett  
Adel, Iowa

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## MICHELIN® ... BRINGING BETTER MOBILITY TO AGRICULTURE

It's easy to take vehicular mobility for granted. At least until your harvester or tractor suffers a tire failure on the back side of nowhere. Or until you figure out how much of your profits are being eroded by soil compaction.

The fact is, tire performance is so much more than prevention of failure. It's about making farmers more productive, says Bill Schafer, vice president of sales and marketing for Michelin Agricultural Tires. It's about saving farmers time and money.

That's why Michelin is committed to providing its customers with the optimal productivity and efficiency that are the hallmarks of Better Mobility. And innovating Better Mobility for farmers is top of mind in everything Michelin does, Schafer says.

Tires touch nearly every aspect of your business as a farmer. Selecting and using the optimal tires will:

- Improve fuel efficiency
- Boost yields by reducing soil compaction

- Increase efficiency by decreasing the time it takes to get the job done and reducing downtime due to tire failures

These are among the many factors Michelin considers as it continuously researches ways to deliver Better Mobility to its customers through its radial tires.

Advanced Radial Technology™ has made Michelin radials the industry standard for agricultural tires. In its pursuit of Better Mobility, Michelin has added innovations in the form of its Agribib® radials, MachXBib® and Multibib™ large-volume tires and, most recently, its new Ultraflex Technology™, which allows farmers to run high horsepower, four-wheel-drive tractors at inflation pressures that are as much as 20 percent lower than standard radials.\*

"At Michelin, we're committed to providing our customers with a better way forward by delivering Better Mobility that optimizes their operating performance, efficiency, productivity and – ultimately – their profitability," Schafer says. ■

\*Compared with the Michelin MachXBib radial. Source: Michelin Research Center.

## ROW-CROP PRODUCERS VALUE THEIR MICHELIN® AGRIBIB® RADIALS

Like any savvy farmer, Craig Dummer insists on seeing the business benefits to his equipment investments for his corn, soybean and wheat farm near Pecatonica, Ill.

Equipping his John Deere 8300 tractor with Michelin Agribib radials in January 2006 made him a believer that not all tires are built the same.

"The first time I tried the Michelin tires, I was so impressed with their performance that I won't buy anything else from now on," Dummer says.

He's not alone in his appreciation of Agribib radial tires. In Pratt, Kansas, Darrin Smith also values these top-of-the-line row-crop tires, having run them for four years on a John Deere 8400 tractor.

Prior to that, Smith ran a competitor's premium tire.

"There's no comparison," says Smith, who farms dryland wheat and milo and irrigated corn and soybeans. "I'm much happier with the Michelin tires. I like how they reduce soil compaction, and I really like the way they pull, especially on wet ground."



Agribib radials also have won over Canadian farmers. In McLennan, Alberta, Andy Gauthier was delighted with the fuel savings he realized by running Agribib tires.

"Using Agribib radials, we seeded 752 acres using 240 gallons of fuel, but we were only able to do 480 acres with the same amount of fuel with your competitor's radials," Gauthier says.

Of the 272-acre advantage he gained from using Michelin Agribib radials, Gauthier adds, "It's amazing. With the rising cost of fuel and that rate of savings, it will certainly make up the difference I paid for the Michelin radial tires over the competitor's radial tires." ■



## EQUIPMENT EDGE >>>>>>

### MICHELIN® ROLLS OUT TWO NEW INNOVATIONS IN AGRICULTURAL TIRES FOR 2007

Arlen Hanson got a sneak peak at one of the newest innovations from Michelin recently when he tried Axiobib™ radials with Ultraflex Technology.™

Hanson, who grows corn and soybeans near Forman, North Dakota, had been running competitive brand triples on his STX480 Case IH tractors, but he didn't like the bounce they gave him. Six weeks into his trial with Axiobib duals, Hanson was a believer in Michelin's Advanced Radial Technology.™

"Michelin rides a lot better," he says. "They have a lot of traction, and they can get into and out of even the low spots, just like the track tractors."

The Ultraflex Technology that helps give the Axiobib radials their large footprint joins the Multibib™ radial as two of the most significant innovations by Michelin for 2007. Both have been engineered to build on the Michelin promise of improved performance and Better Mobility.

"At Michelin, we take our vow to deliver Better Mobility seriously," says Bill Schafer, vice president of sales and

the larger, heavier equipment they're using to work today's larger farms, says Kevin Lutz, technical manager, Michelin North American Agricultural Tires.

Ultraflex Technology from Michelin allows high-horsepower tractors to run at inflation pressures that are as much as 20 percent lower than standard radials or to carry up to 20 percent more load at the same pressures as standard radial tires.\*

"That's critical when you want to get the best possible yields and reduce soil compaction," Lutz says.

A tire's deflection zone, which determines how much a tire can flex, is the vertical space that runs from the bead of the tire to where the sidewall joins the crown. The deflection zone in a Michelin radial with Ultraflex Technology is substantially greater than that of a standard radial. This allows Michelin radials with Ultraflex Technology to flex more than standard tires,

"We used the tractor with Axiobib duals to put down anhydrous ammonia and dry fertilizer, and the tires performed great," he says. "These dual Axiobib radials don't have the power hop of the triples, and they're much better at avoiding soil compaction."

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**> Arlen Hanson  
Forman, North Dakota**

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Another key development from Michelin in 2007 is the Multibib radial, a 65-series tire for medium- and high-horsepower tractors that helps deliver a larger footprint, greater operating efficiency and less soil compaction than standard tires. The Multibib tire is the only 65-series tire rated for road speeds as high as 40 mph.

The Multibib replaces the popular Michelin XM™108 tire, and, like its predecessor, the Multibib runs on standard-size rims. However, the Multibib offers a larger air chamber and a broad, flat tread that delivers a footprint that is as much as 30 percent larger than standard tires.\*\*

"The result is greater traction, decreased wheel slip, reduced fuel consumption and less soil compaction," Lutz says.

The Multibib radial also offers a deeper tread that enhances transmission of power to the ground and delivers as much as 35 percent greater tire life.\*\*

"As agricultural markets get tight and producers become more advanced, employing improved technology can improve farm success," says Schafer of Michelin. "We're confident that North American growers can incorporate innovations like Ultraflex Technology and Multibib radials in ways that help build their businesses." ■

\*Compared with Michelin MachXBib radials.  
Source: Michelin Research Center

\*\*Compared with Michelin XM108 and published data for competitors' standard-profile radials.  
Source: Michelin Research Center



#### **LARGE-VOLUME SUCCESS:**

*New Michelin innovations for 2007, Ultraflex Technology and the Multibib radial, deliver larger footprints and unprecedented performance to operators of 4WD and high-horsepower tractors.*

marketing for Michelin North American Agricultural Tires. "That means providing growers with new innovations and better products to boost efficiency, productivity and profitability."

Ultraflex Technology, found in Michelin Axiobib radials, is designed to help farmers get the most out of

delivering a footprint that is 22 percent larger. Soil rutting and compaction are minimized by the significantly greater contact area and reduced ground pressure of tires with Michelin Ultraflex Technology.

Grower Hanson says he is happy to have moved up to the better mobility Michelin provides.