Michelin brings together a number of innovation awards in 2015

The numeral is 2.54 billion tonnes, world cereal production in 2014. A record crop. Nine is, in billions, the number of people who have the planet in 2050, according to the UN. One challenge for world agriculture: sustainable way to feed the nine billion people. Feeding the planet better is the commitment that acquires Michelin to develop tires that use advanced technologies such as MICHELIN UltraFlex, limiting soil compaction and maximize crop yields.

A world of innovations to meet the challenges of agriculture can be summarized in the number of Michelin awards or recognition received in 2015 for performance and innovation.

The organizer of Agritechnica fair in Germany has awarded the Silver Medal for Innovation at agricultural machinery manufacturer Michelin Clothing and Soil Protect R-technology. Michelin has received the "Supplier of the Year" award from CNH Industrial. In addition, Michelin has achieved the award "Innovation of the Year" and "Supplier of the Year" builder John Deere. During the World Expo in Milan, whose motto was "Feeding the planet; Energy for Life ", New Holland has chosen Michelin tires with UltraFlex technology to equip agricultural machinery presented in its pavilion.

News of Agritechnica 2015

Four is the number of significant new Michelin presented at Agritechnica 2015:

Michelin announces first connected world agricultural tires.

Michelin has the tire to combine with UltraFlex technology, the new MICHELIN CerexBib IF 1000 / 55R32 CFO.

In the range of MICHELIN AxioBib IF900 / 65R46, first mounted FENDT, Michelin has unveiled new dimensions.

Agricultural product line announces the launch of a range of digital services "MICHELIN Flash Services" specifically associated with AxioBib MICHELIN tires of 46 inches, for tractors over 350 hp.

Source: Michelin