

Luxury Performance Touring Tires

# MICHELIN® Primacy™ MXM4®

360 Degrees of Ultimate Satisfaction for the  
Premium Car Owner Who Wants It All.

**Original Equipment Fitments:**

Buick LaCrosse • Infiniti M37 • Infiniti M56

Mercedes E-Class Sedan • Mercedes E-Class Coupe



Lift  
▼



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# MICHELIN<sup>®</sup> Primacy<sup>™</sup> MXM4<sup>®</sup>

Safety, All-Weather Handling, Great Ride  
Quality and Comfort — All Backed by an  
Exceptional Warranty.<sup>1</sup>



MICHELIN® Primacy™ MXM4®



**Stops up to 19 Feet Shorter in Wet Conditions than a Leading Competitor.**<sup>2</sup> Increased traction at low temperatures for braking and handling in wet conditions and better overall performance in the snow — all the results of the revolutionary Helio Compound™ with sunflower oil combined with 3-D Variable Thickness Sipes™ Technology.

**#1 Choice of Luxury Car Makers to Optimize Vehicle Performance and Ride Quality.**<sup>3</sup> With revolutionary designs and advanced tread compounds, MICHELIN® tires have been able to meet or exceed the demanding standards of the world's leading luxury car makers for decades — including Acura, BMW, Cadillac, Mercedes and Lexus. The new MICHELIN® Primacy™ MXM4® tire is set to continue the tradition.

**Exceptional Longevity Backed by a 55,000-Mile Warranty for H/V-Rated Sizes and a 45,000-Mile Warranty for W-Rated Sizes.**<sup>1</sup> The 3-D Variable Thickness Sipes™ Technology and optimized contact patch of MaxTouch Construction™ combine to deliver many miles of enjoyment with your luxury vehicle.

<sup>1</sup> 55,000-mile warranty for H/V-speed rated tires; 45,000-mile warranty for W-speed rated tires. See manufacturer's limited warranty book for details.

<sup>2</sup> Based on wet braking test results versus Continental® Conti Pro Contact tires.

<sup>3</sup> Based on the number of luxury car makers that chose MICHELIN® tires over the past five years. Luxury car makers as defined by the 2009 J.D. Power and Associates Sales Satisfaction Index.

