

PRESS INFORMATION

MICHELIN FRAMELESS ALL-WEATHER WIPER BLADES

Innovative Features and Benefits

GREENVILLE, S.C. – Michelin’s expertise in creating a rubber compound that allows your tires to grip the road in all kinds of weather has inspired the development of a high performance, frameless all-weather wiper blade with many innovative features and benefits, including:

Proprietary M-Guard Advanced Rubber Technology™:

- M-Guard is a permanent part of the rubber compound – *not* a surface coating that eventually wears off – containing PTFE (Polytetrafluoroethylene) technology to help maintain an effective wiping edge and extend blade life by reducing wear.
- Rubber blade is molded in one durable piece. Rubber wiping element is held securely between two high tensile strength steel beams – not glued – for maximum durability.

Symmetrical/Reversible Blade:

- Permits 180-degree rotation of the blade to extend blade life.

Advanced Frameless Design:

- Eliminates the framework, joints and openings of conventional blades that can clog with snow, ice and debris for clean, powerful wipes and reliable all-weather performance.
- Smooth, quiet operation in all weather conditions.

EZ-LOK® Connector System fits over 95% of Passenger Cars and Light Trucks in North America:

- Versatile connector system provides superior applications coverage.
- Includes universal and OE connectors to fit over 95 percent of the passenger vehicles on the road.
- Easy installation.
- Helps reduce vibration by grasping a vehicle’s wiper blade securely.

Integrated High-Downforce Spoiler:

- Converts air flow over vehicle into downward force to help the blade maintain contact and reduce lift and vibration, especially in windy weather and at highway speeds.

Easy-Open/Reclosable Clear Package:

- Patent-pending design lets customers see blades before purchase.

-- more --



Satisfaction Guarantee:

- Toll-free customer assistance (1-866-499-0572) and comparable free replacement blades up to one year after the date of purchase (with original receipt) if not completely satisfied with the quality and performance of Michelin Wiper Blades. For more information, an online vehicle application guide and store locator, visit www.pylonhq.com.

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks, motorcycles and the space shuttle. The company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America (www.michelinman.com) employs more than 22,000 and operates 19 major manufacturing plants in 17 locations.

For nearly 40 years, Pylon Manufacturing Corporation (www.pylonhq.com) has been a leading automotive aftermarket supplier specializing in the design, engineering, manufacture and marketing of wiper blades. Located in Deerfield Beach, Fla., Pylon is an ISO 9001-certified division of the Qualitor, Inc. family of automotive companies. Pylon is the exclusive licensee responsible for the manufacture and marketing of the Michelin® line of premium wiper blades and tire care products throughout North America.

###

For more information, visit www.michelinmedia.com or contact:

Tonya Polydoroff
Michelin North America, Inc.
office: 1 864 458 4511
mobile: 1 864 906 0515
tonya.polydoroff@us.michelin.com

Kari Natrass
EMC Public Relations
office: 1 248 816 0108
mobile: 1 248 705 4512
kari@emcpr.com