

SUV and Crossover Tires

MICHELIN® Latitude® Tour

Class-Leading Technology for Crossovers.¹

Popular Replacement Market Fitments:

Ford Escape • Toyota Highlander • Chevrolet Tahoe



Lift
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For Crossovers and SUVs, MICHELIN® Latitude®
Tour Tires Deliver Best-in-Class Fuel Efficiency²
and Improved Safety.³



MICHELIN® Latitude® Tour



Longest-Lasting⁴, Most Fuel-Efficient² Tire in Its Class.¹

The newly optimized contact patch of MaxTouch Construction™ and special tread compounds combine to deliver 33% more miles and make MICHELIN® Latitude® Tour tires true eco-friendly, MICHELIN® GREEN X® tires.

Greater Confidence in Wet Conditions.³ The silica-based compound and wide groove design help the MICHELIN® Latitude® Tour tire stop 5% shorter than its predecessor.

Our Quietest, Most Comfortable Ride. MICHELIN® Comfort Control Technology™ uses computer-optimized design and precision manufacturing to offer greatly reduced vibrations and road noise.

1 Based on comparisons of MICHELIN® Latitude® Tour tires versus Bridgestone® Dueler® HL Alenza tires and Goodyear® Fortera® SA tires in the CUV class.

2 Comparisons based upon fuel efficiency testing between MICHELIN® Latitude® Tour tires and Goodyear® Fortera® tires featuring SilentArmor™ technology. Fuel savings are estimates based on comparative rolling resistance. Actual on-road savings may vary.

3 Based on Michelin internal wet braking test results versus MICHELIN® Cross Terrain® tires.

4 Based on third-party wear test results versus Bridgestone® Dueler® HL Alenza tires and Goodyear® Fortera® SA tires.

