



35. One number with two meanings:

Magnum's anniversary and the name of their latest creation with Michelin Soles, MC-35

Innovation, technology and research have been the pillars of Michelin for more than 100 years. Their expertise in ground contact and traction is also incorporated into MICHELIN Soles, using across-the-board skills to develop personalized soles according to the needs of footwear companies performing on all types of terrain. It is thanks to this knowledge that Magnum experts chose Michelin as their partner to create the sole of the new MC-35, the 35 year anniversary edition of the tactical boots MAGNUM CLASSIC.

The MAGNUM CLASSIC - 35 year anniversary edition takes inspiration from the sleek design lines of the F-35, this aerodynamic take on the classic is packed full of new and innovative technologies and weighs only 580 grams. Michelin has developed a sole with multifaceted sculptures for optimal traction, wide grooves which provide better flexibility and siped sculptures for adherence and adaptability. We can summarize the benefits in three word: lightness, flexibility and durability.

"We are proud to continue our strong partnership with Michelin on the development of the MC-35. It is through such great collaborations we continue to lead with innovative, fit for purpose products." – says **Glen Richards, Magnum Brand Director**. *"Together, we have been able to bring tactical boots a step forward"* - comments **Filippo Sartor, Partnership Development Manager at JVI for MICHELIN Soles** – *"creating a customized sole with innovative and appealing design, ensuring top-of-the-range performances with real benefits for whoever wears them"* MC-35 equipped with soles by Michelin is the result of this strong partnership which includes all of the following features in one boot:

- Super lightweight and durable Clarino® upper, engineered to outweigh and outlast natural leather
- Padded collar for comfort
- Fast wicking lining for moisture management & comfort
- INSITE® Podiatrist Certified Arch Support removable footbed, for extra comfort and support
- Fork shank for lightweight support
- Heel lock design to ensure a secure fit in all environments
- Welded heel counter reduces seams and potential friction points
- V-LITE:365 Foam midsole, carefully engineered for ultimate cushioning & comfort, 365 days a year
- MICHELIN® High- traction, slip resistant MICHELIN outsole for maximum grip on multiple terrains
- Certified to ISO 20347:2012 E FO OB SRA

Available in 8.0 SZ and 8.0 SZ WP, 6.0 SZ and 6.0 SZ WP, Black, Coyote and Desert Tan

Born through a request from the FBI training center, demand for the original Magnum Classic has spread nationwide to other law enforcement and security personnel. They have stood the test of time, known for their comfort and durability. Now with the addition of Michelin's expertise in ground contact, the new MC-35 high-performance tactical boots, are suitable for use on all ground surfaces; from tarmac to rock and from ice to mud, taking them a step further.

About MAGNUM

Since 1982, Magnum has been providing high-performance tactical and service product with credibility second to none. It is the mission of Magnum to be the best in class by delivering unsurpassed product designed for its end user. Distributed in over 100 countries, Magnum attacks the marketplace with unmatched comfort, technology and value in uniform footwear and apparel used by law enforcement, military, fire/rescue, emergency medical, and service agencies around the world.

www.magnumboots.com - For further information please contact Anna Dyer ad@internationalbg.com

About MICHELIN Soles

JV International is the global strategic partner chosen by MICHELIN for the design, development and manufacturing of high-performance MICHELIN-branded technical soles. The company is based in Italy with its partnership development offices in Como and a design & product development centre in Verona, whilst the headquarters is in Hong Kong China, as well as a production site and an R&D centre. The Italian office handles the entire process, from strategic planning, screening of new technologies, R&D, design development, partner relationship management to marketing and communication activities for the MICHELIN-branded products.

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About Michelin

Michelin, the leading tire company, is dedicated to enhancing mobility for all, sustainably. It creates the most suitable tires, services and solutions for its clients' needs; provides digital services, maps and guides to help enrich every journey; and develops high-technology materials for the mobility industry.

Headquartered in Clermont-Ferrand, France, Michelin is present in 171 countries, has 111.700 employees and operates 68 production facilities in 17 countries which together produced 187 million tires in 2016. www.michelin.com