

MICHELIN Mammut Alasca II Summer 2020

TRADE CONTENT



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Mammut – a leading brand in footwear for the mountains and hiking – strengthens its partnership with Michelin by presenting at OutDoor by ISPO another project entirely developed in co-design.

Alasca II, named after one of the most beautiful mountains in Switzerland, immediately stands out for its exceptional lightness and adaptability to various terrains. The sole, carefully designed by Michelin and inspired by the Michelin NA00 tyre, will be highly appreciated by mountain lovers who will benefit from precise support, excellent traction and foot control thanks to the tread design and compound used. The special design of the tread ensures maximum performance on rocky and wet surfaces, adapting to and following every irregularity of the terrain.

The differentiated design of the toe and heel of the sole ensures excellent strength and prevents wear. The carved central blocks, derived from the knowledge Michelin has acquired in the world of Rally, ensure greater adaptability to the ground while those on the edges have been designed to provide greater support during downward movement. The Alasca II is a product of excellence, suitable for a wide range of activities in the mountains and tested and approved by the tester team.



"From tyres to soles". MICHELIN-branded soles enter the technical soles market as a new leader bringing innovative added value to the world of footwear. This initiative offers a unique formula to develop exclusive soles in partnership with strategic, high-performance brands, sharing the same values, desire and knowledge to bring innovation and tangible advantages to consumers in different target segments. Tyres and shoes share the same vocabulary: footprint, sole, tread, rolling, stability, rubber and fabric. It is here that MICHELIN gets in the game by making the latest technologies available and sharing their technical innovations with JV International, the global strategic partner chosen by MICHELIN for the design, development and manufacturing of high-performance MICHELIN-branded soles, thanks to their long experience in technical footwear. MICHELIN is more than an ingredient brand, but a strategic technological partner to develop high performance soles, linking MICHELIN know-how in "ground contact" with the competence of the partner brand. www.michelin-lifestyle.com Soles by Michelin

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