

A new collection of modern, easy-to-recognise apparel for Michelin Motorsport produced in association with Kiswire and Rockwell Automation

Michelin Motorsport's staff is sporting a brand new collection of team apparel this season. And not only is its latest team gear more modern but it is also more readily identifiable and more comfortable than the previous range.

The collection's designers have combined bright colours with modern styling in accordance with the brand's graphic charter to ensure even greater visibility, making the members of world leading tyre manufacturer's motorsport division easy to spot in settings where team colours don't always stand out that effectively.

Due to the frequent visibility of Michelin Motorsport's staff in the media, as well as to their respective partnerships with Michelin at industry level, Kiswire and Rockwell Automation have decided to sponsor the personnel involved in the French firm's racing and rallying programmes on four and two wheels. The short- and long-sleeved polo shirts, sweatshirts, windcheater jackets, parkas and softshell jackets that make up the collection all feature Kiswire and Rockwell Automation branding.

About Kiswire

Founded in 1945, Kiswire manufactures specialty steel wire products for a diverse range of industries, including the automotive, bridge, energy, construction and electronics fields. It exports to customers in more than 80 countries.

Kiswire maintains its global competitiveness thanks to a policy of ongoing technological innovation and the development of new products that perfectly address the needs of its customers. Kiswire's manufacturing facilities boast the sector's very latest technologies.

About Rockwell Automation Inc.

Rockwell Automation Inc. is the largest company in the world dedicated to industrial automation and information. Its expertise sustainably contributes to the productivity and growth of its customers. Based in Milwaukee, Wisconsin, USA, Rockwell Automation Inc. employs a staff of approximately 22,000, all dedicated to customer satisfaction and active in more than 80 countries.

