

ONWARDS AND UPWARDS...

MICHELIN FORGES STRONGER TIES FOR ITS 2018 MOUNTAIN BIKE PROGRAMME



Antoine BIZET



Bryan REGNIER



Jérôme CLEMENTZ



Julie BRESSET



Sam HILL



Julien ABSALON

In 2018, Michelin will be able to count on an even higher number of the world class riders to boost its chances in the different mountain bike competitions in which it is active, from Enduro and Cross Country to Freeriding. Michelin's development activities and innovations have always been guided by the needs of top athletes and specific tyres will consequently be available for each discipline, with the riders themselves actively involved in future development work.

The 2017 Enduro world champion **Sam HILL** has joined Michelin's ranks after being won over by the performance of the French firm's Enduro tyres which helped **Adrien DAILLY** and **Jérôme CLEMENTZ** to clinch second and fourth places in last season's Enduro World Series, not to mention **Karim AMOUR**'s victory in the Men Master class. These three riders have all renewed their confidence in Michelin for 2018.

The tyres they used and tested at the highest level in 2017 have been on general sale since January as part of the new **MICHELIN WILD ENDURO** range.

In the world of Cross Country competition, **Julien ABSALON** has joined forces with Michelin. Winner of two Olympic gold medals and five world crowns, the French star will benefit from the most competitive tyres and technical backing as he bids to add to his exceptional winning record.

In 2017, the **MICHELIN FORCE XC** and **MICHELIN JET XCR**, which also became available over the counter recently, played a

part in the outstanding results of Team BH's **Jordan SARROU**. The world Men Elite number two has renewed his association with Michelin for 2018, and his success has convinced the former Olympic champion and three-time world champion **Julie BRESSET** to make her Cross Country World Cup comeback with Michelin.

Meanwhile, numerous freeriders have chosen Michelin for their participation in the FMB World Tour (Crankworx, Red Bull Rampage, etc.), including **Cam ZINC**, **Pierre-Edouard FERRY**, **Yannick GRANIERI**, **Antoine BIZET**, **Chaney GUENNET**, **Louis REBOUL** and **Simon PAGES**.

The confidence of all these international mountain bikers for 2018 will boost Michelin's determination to target the very top, with the 2020 Olympic Games firmly in its sights. **Justine TONSO** (Cross Country) and **Victor KORETZKY** (Cross Country) have already committed to helping Team Michelin to achieve its goals.

➤ To download the images, please find the following link:

https://mediaevent.michelin.com/PRESS/02_PNEUS-TYRES/2ROUES-2WHEELS/VELO/MTB/MTB-2018/MICHELIN%20COMPETITION/