

**THE ICONIC  
MICHELIN MAN  
RETURNS  
TO TRUCK CABS**



From September, truck drivers will be able to welcome back their favourite travel companion in the form of a new cab-mounted Michelin Man.

**Loved by road transport professionals everywhere**, the famous Michelin mascot is gearing up for a comeback on truck rooftops. Back by popular demand from truckers, the Michelin Man will retake his pride of place, as a watchful guide during endless miles on the road.

**An ambassador for the Michelin brand since 1898**, voted Best Logo of the Century in 2000 by a Financial Times international panel of judges and ranked in 2007, by Advertising Age and Century Icons, as one of the world's Top10 advertising icons. The famous Michelin Man – aka 'Bibendum' – has donned a number of looks over the years; it first appeared as the mascot on 18-wheelers in the 1950s, and since then has earned universal popularity.

**In a previous form, launched at the end of 2015**, the Michelin Man was intended to be fitted exclusively inside truck cabs. Today, the firm's iconic ambassador is back with an updated design to adorn vehicle exteriors.

**The new moulded plastic figurine**, which measures 40cm high, promises to become a collector's item just like its predecessors. Each one will consequently be stamped with a numbered hologram and accompanied by a certificate of authenticity. A specific system for fixation on to the cab roof will also be included.



**FURTHER DETAILS**

- Size: **H = 403mm, W = 236mm, D = 210mm**
- Weight: **Approx. 1.3kg**
- Distribution network: **Gas stations, tyre centres**
- Recommended retail price: **€79.95**