

Michelin participates in the 10th International Design Biennial of Saint Etienne

A new way to meet our customers

Engaged in the solutions of the future to promote sustainable mobility, Michelin will be present at the 10th International Design Biennial of Saint-Etienne, from 9 to 19 March.

If innovation is part of Michelin's DNA, more than ever, customers are at the center of their concerns and this Biennial is a new way of meeting our customers, who will be involved in the co-creation process of products and Services of tomorrow.

Michelin will allow more than fifty of its employees to meet not only consumers, but also to gather their opinions by involving them and reacting on the three experiments presented.

Longer Life: a wear indicator of the tire with a digital application

Michelin is studying a new tire wear gauge with a connected interface to track tire wear in real time to provide even more safety. This new wear gauge will allow you to estimate the remaining life of a summer or winter tire and via the application, create an alert in the event of a problem and assist the user to renew it wisely.

Premium Touch : a velvet tire

MICHELIN Premium Touch Effect technology, already available on the brand new MICHELIN Pilot Sport4 S, enhances the aesthetic appearance of the vehicle. As a preview, Michelin presents the latest trials of the design studio: the FULLRING velvet and its latest texture research. Thanks to this new design expression, Michelin will soon be able to propose customized tires adapted to each customer or manufacturer, as prefigured by the "CONCEPT SALON" tire made for DS E-tense.

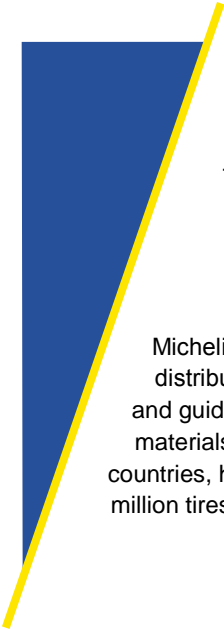
MICHELIN Connect: a button connected to a mobile app

Device powered by the cigarette lighter socket of the vehicle and connected to a mobile application, MICHELIN Connect will provide access to a multitude of services related to mobility.

A concentration of features :

- * Automatic collision detection combined with simultaneous rescue in the event of an accident,
- * Real-time updating of the digital service book to anticipate the maintenance of the vehicle. There are many Michelin services, such as directing to the nearest service station or parking nearby, traffic or weather alerts, consulting and booking of hotels, restaurants and many other services.





All consumer opinions will be analyzed and taken into account to improve the functionality of these three innovations.

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Michelin, the leading tire company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 184 million tires in 2015. (www.michelin.com)

