

## MEDIA INFORMATION

Le Mans, July 7, 2016

### 2016 Le Mans Classic

### ***Michelin: a partner of the 2016 Le Mans Classic***

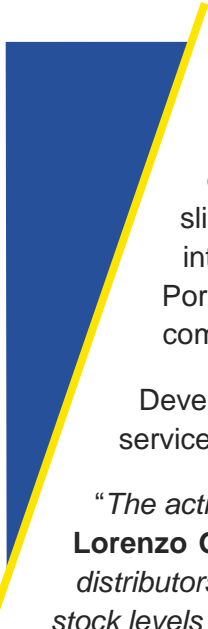
For the first time since the inaugural Le Mans Classic was organised by Peter Auto and the ACO (Automobile Club de l'Ouest) in 2002, Michelin is a partner of this biennial event which attracts more than 110,000 historic motorsport and classic car fans. Michelin has been active in France's Sarthe region ever since the staging of motor racing's very first grand prix in 1906 (the Grand Prix de l'Automobile Club de France), while participants in the Le Mans 24 Hours have been benefiting from Michelin's innovations since the race was first organised back in 1923. Today's Le Mans Classic stars numerous cars that the French firm has equipped for the famous endurance race over the years.

In the wake of this year's dramatic Le Mans 24 Hours in June, Michelin returns to Circuit de la Sarthe on July 8-10 to present its latest historic motorsport and classic car tyre collection, as well as to provide advice to owners of the participating cars, some of which rarely make public appearances.

Michelin, which was founded more than 120 years, is committed to preserving not only its own heritage but also that of the automobile industry as a whole. That is why the French firm has invested so actively in the development of tyres for the buoyant classic car market.

*"The Le Mans Classic is the perfect place for us to present our range and showcase our know-how. Thanks to the presence of official owner clubs that represent the industry's most prestigious makes, this event has become a major fixture on the international historic motorsport and classic car calendar,"* notes **Lorenzo Giovanelli**, director of Michelin's Historic Motorsport and Classic Tyres Department. *"Michelin recently invested in the development and production of a new range which combines the look of tyres of yesteryear with modern technologies to meet the needs of classic car owners. Whether the latter drive their prized possession on a daily basis or only display them at club outings, Michelin provides the safety, performance and durability they need. Michelin's historic motorsport and classic car tyres are also designed to resist ageing and to be up and running rapidly even if the car hasn't been driven for some time. Last but not least, Michelin's historic motorsport and classic car tyres are individually crafted and inspected, including X-ray checks."*





In addition to making classic car tyres for road use, Michelin has invested in the development of solutions for historic racing and rallying. Its range extends from semi-slicks to patterned tyres and specific covers for wet weather, including the recently introduced MICHELIN PB20 which is unique in its category. The recent victory of the N°2 Porsche 911 on the 2016 Cap Corse Historique, in driving rain against the potentially more competitive Lancia 037, testifies to the relevance of Michelin's range.

Developing tyres that meet the needs of classic car owners is only part of a comprehensive service that also includes providing advice and distribution.

*"The activity we have developed for historic motorsport and classic car tyres is worldwide," says **Lorenzo Giovanelli**. "We have therefore built up an extensive network founded on connoisseur distributors. We have also developed a bespoke Michelin website to provide information about stock levels and simplify pre-ordering."*

The French distributor AlloPneus will attend the Le Mans Classic to provide tyres and advice to teams and owners.

For further information about the Michelin Historic Motorsport and Classic Car Tyre range, go to [www.michelinclassic.com](http://www.michelinclassic.com).

