

Michelin one of the strongest brands in Europe

Renowned Best Brands study lists tire manufacturer in the top 10 companies

Michelin is one of the 10 Best Corporate Brands in Europe. This is the conclusion of the representative study by Best Brands – the German brand ranking – of the most popular brands that are identified every year.

‘We are delighted with this outstanding result’, says Anish K. Taneja, Director of Sales Michelin Germany, Austria and Switzerland. ‘This position in the top 10 corporate brands shows that our products and the Michelin brand enjoy a very good reputation among customers throughout Europe. For us this is a clear validation of our path and purpose and we will continue to specifically focus on the needs of our customers.’

At the award ceremony along with Anish K. Taneja, the organizers also welcomed Claire Dorland-Clauzel, Executive Vice President, Brands and External Relations and Member of the Michelin Group Executive Committee.

Since the event this year was held under the motto of ‘Europe’, the partners determined for the first time the best corporate brands of the main European markets. For the award, GfK Market Research questioned a total of 5,000 people in Germany, England, France, Italy and Spain in an online survey. Ahead of the survey a pre-selection of 58 enterprises operating in Europe was made based on sales volumes, reputation and market capitalization. In addition, criteria such as sympathy, identity and uniqueness were included in the final rating along with reputation, internationality and productivity.

Since 2004, the Best Brands awards have been held annually by the agency Serviceplan together with DIE ZEIT, GfK, Markenverband, ProSiebenSat.1 Media SE, Ströer SE and WirtschaftsWoche. In addition to the Best Corporate Brand there were also special awards for the Best Highest Growth e-Commerce Brand, Best Product Brand and Best Growth Brand.

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