



***THE LEGEND OF THE GORDON BENNETT CUP: A NEW DISPLAY AT
L'AVENTURE MICHELIN***

May / August 2015

PRESS KIT

Media contact: Michelin Group Media Department
Tel: +33 1 45 66 22 22



CONTENTS

THE LEGEND OF THE GORDON BENNETT CUP:
A NEW DISPLAY AT L'AVENTURE MICHELIN 2

AN EXHIBITION IN SIX PARTS:

1. A legendary race 3

2. The Circuit d'Auvergne 4

3. A prestigious line-up of entries 5

4. Meticulous preparation 6

5. The winners! 7

6. An original communication campaign 8

YESTERDAY, TODAY, TOMORROW...
L'AVENTURE MICHELIN EVERY DAY! 9

L'AVENTURE MICHELIN: PRACTICAL INFORMATION 10

THE MICHELIN GROUP IN FIGURES 11

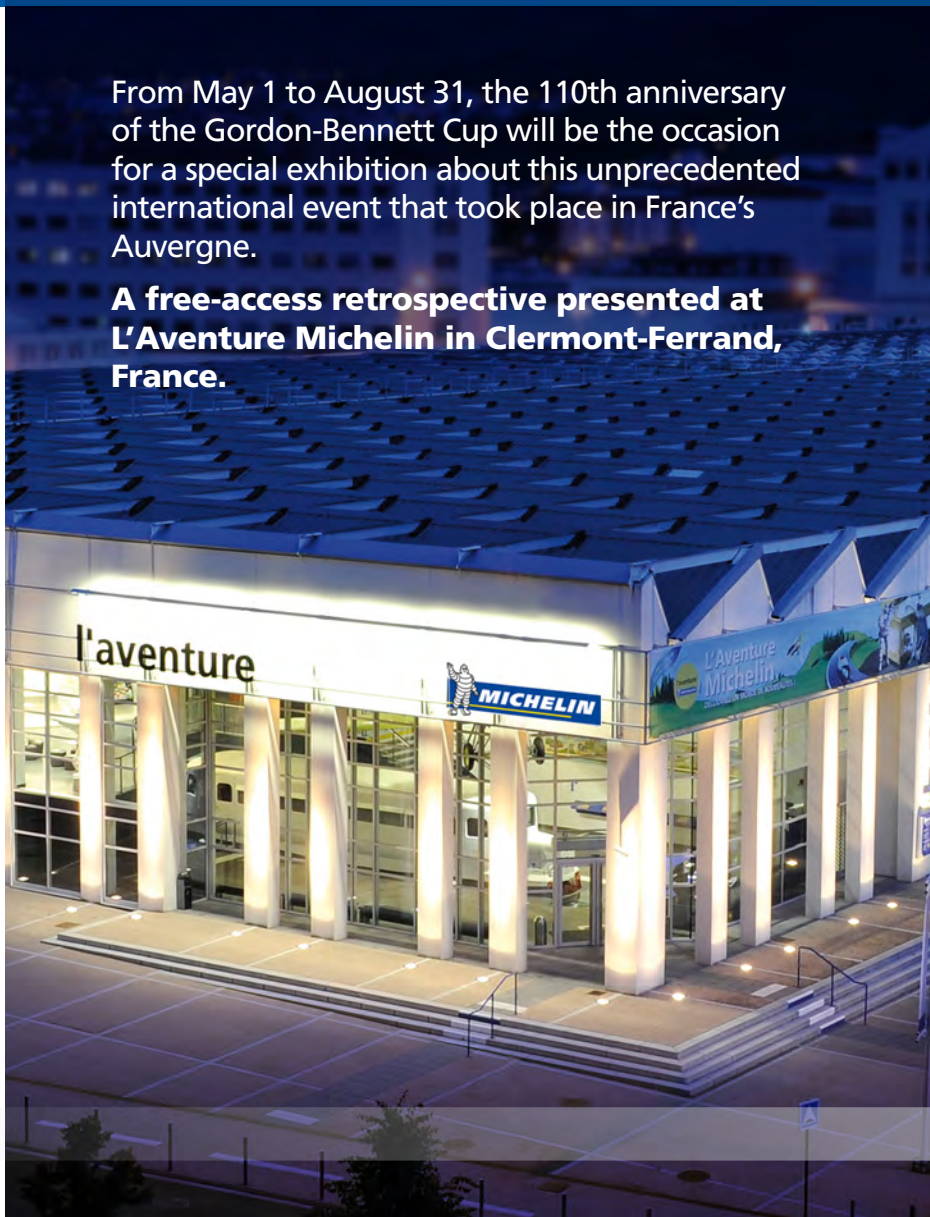




THE LEGEND OF THE GORDON BENNETT CUP: A NEW DISPLAY AT **L'AVENTURE MICHELIN**

From May 1 to August 31, the 110th anniversary of the Gordon-Bennett Cup will be the occasion for a special exhibition about this unprecedented international event that took place in France's Auvergne.

A free-access retrospective presented at L'Aventure Michelin in Clermont-Ferrand, France.



The retrospective retraces in detail the six main themes of this major international competition which became a legend.

A 137-kilometre mountainous circuit, six competing nations, 80,000 spectators: July 5, 1905 was a glorious day for Clermont-Ferrand and its surrounding region that had never before witnessed such an event. As co-organiser, Michelin rose to the occasion and successfully helped to lead the cars shod with its tyres to victory.

Photographs and archival documents, as well as a previously unseen film from the era, reproduce the magnitude of this effort focused around Clermont-Ferrand in the early 20th century. The technological challenges and international economic and sporting rivalries truly caught the public's imagination. This exhibition re-traces the history of this legendary race which was created in the pioneer era to promote the development of the automobile industry.

It details this unique and unusually difficult road circuit on which prestigious competitors from across Europe and America battled. It bears witness to the resounding success of Michelin's tyres and to the innovative publicity campaign that celebrated this victory.

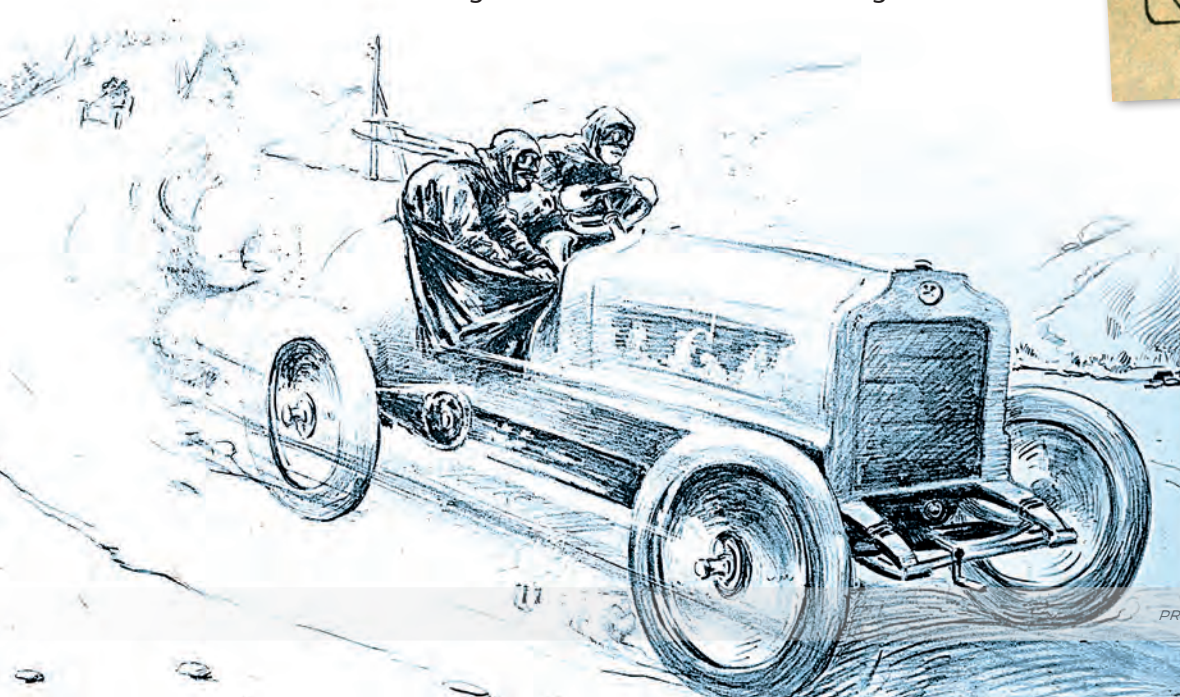
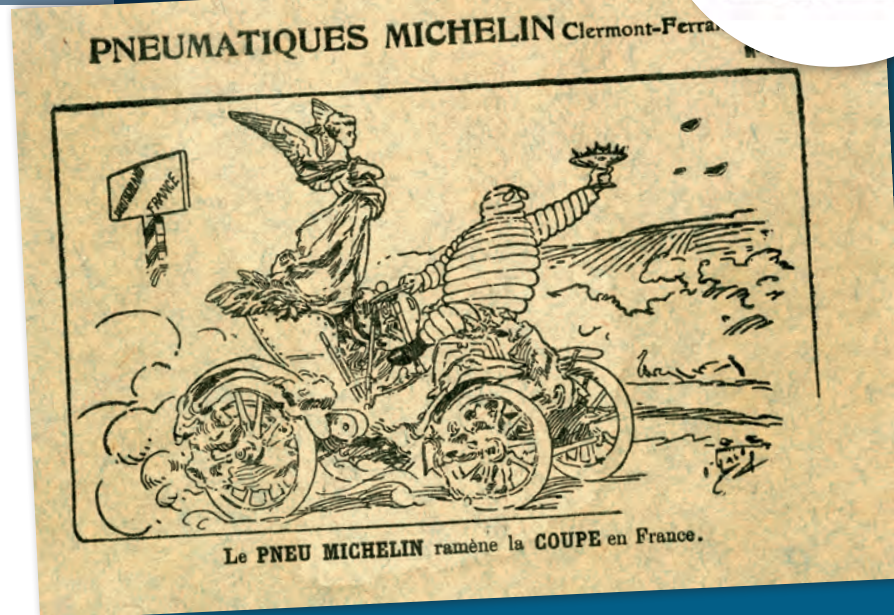
AN EXHIBITION IN SIX PARTS

A LEGENDARY RACE

In 1900, to encourage the nascent automotive industry, James Gordon-Bennett, the audacious owner of the New-York Herald, decided to create the first international race where countries were represented by their manufactures.

France won the 1904 edition and was charged with organising the sixth and final edition, scheduled for July 5, 1905. The stakes were much greater than the mere sporting considerations and had clearly become more political and economic.

The Michelin brothers offered to organize this event in their fiefdom, and the resulting road course near Clermont-Ferrand gave birth to the Circuit d'Auvergne.



This international event has created an effervescence that has never previously existed in Clermont-Ferrand. More than 80,000 spectators from around the world have come to watch this spectacle, while the city has granted registration to 5,000 cars (the annual French car production at this time was 4,000). The Academy headmaster has even delayed the Baccaulaureate exams that were to be held on the same day as the Cup.

AN EXHIBITION IN SIX PARTS

THE CIRCUIT D'AUVERGNE

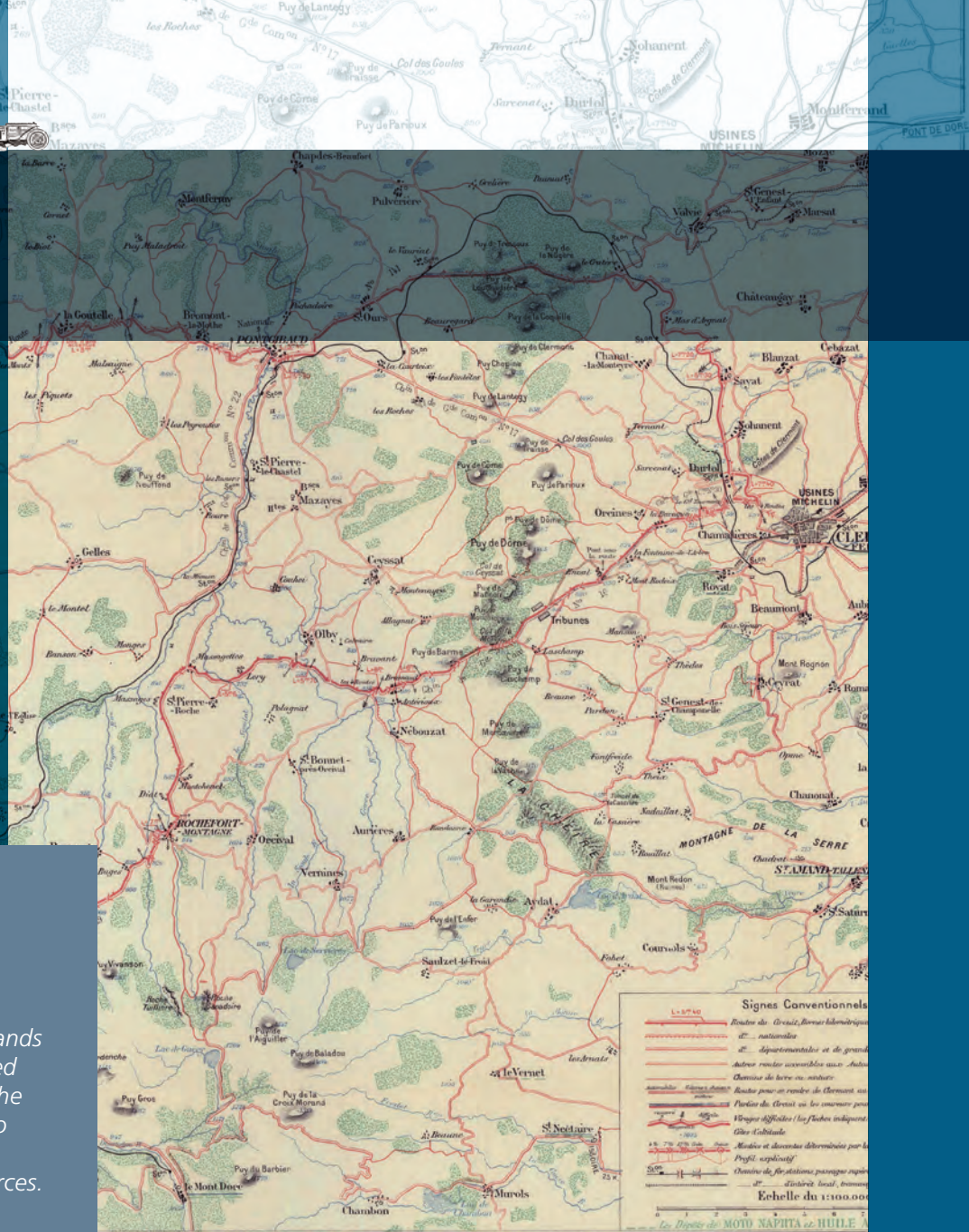
In its form, the challenge proposed by Michelin was very different from the preceding editions.

The 137km circuit essentially visited a mountainous part of France and included numerous corners. The aim wasn't so much to demonstrate the power of the cars that already ran at speeds in excess of 150kph, but rather to promote the driver's skills, and above all, the handling performance of the tyres.

The winner would be the team that completed four laps of the circuit in the fastest time.



In anticipation of welcoming thousands of spectators, Michelin has published a travel guide presenting not only the circuit and the competitors, but also the Auvergne region, along with its accommodation and culinary resources.



Précisions sur les routes du Circuit d'Auvergne

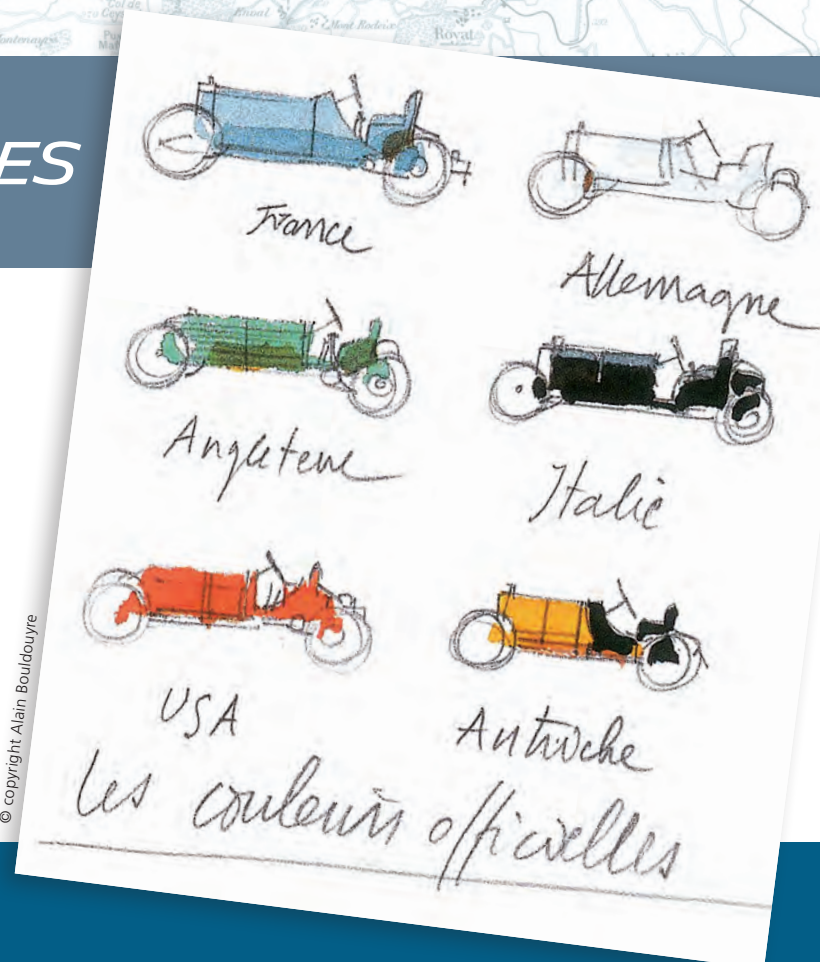
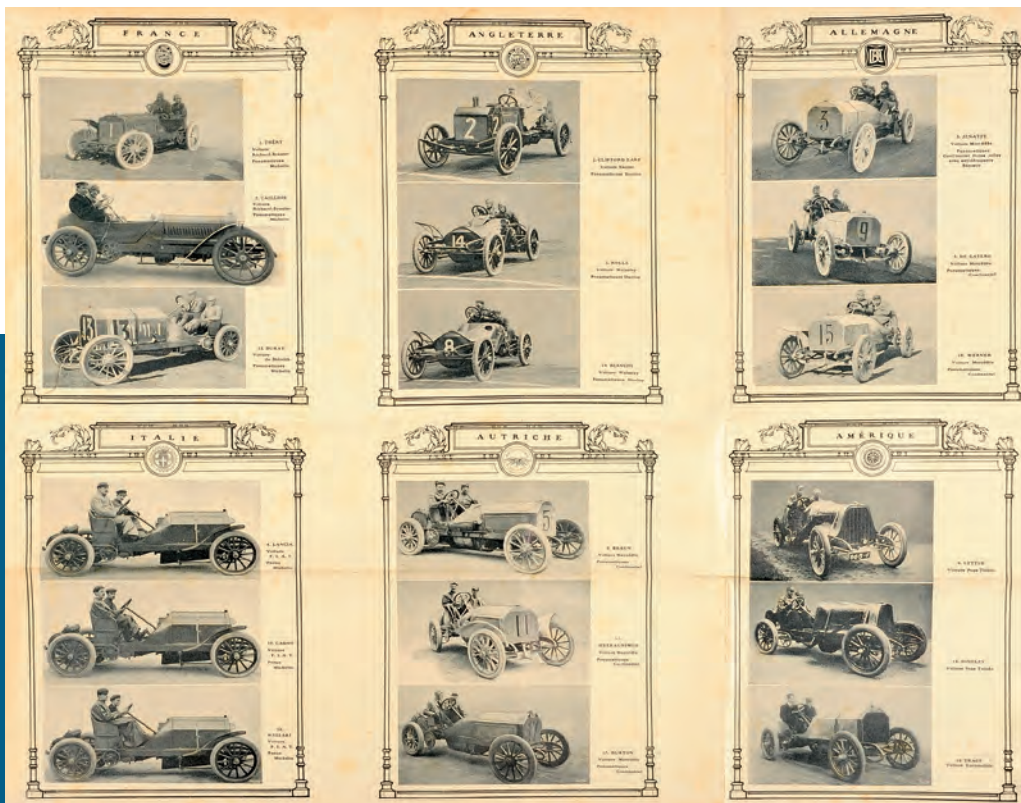
Chambon 5 kil. 150 de donner le chemin de Grande Communication n° 9 et suivre jusqu'à Sauvagnat le chemin de Grande Communication n° 4. A Sauvagnat, virage renversé à gauche, pour reprendre le chemin de Grande Communication n° 9 que suit jusqu'au village de Chambon où les services pour une descente délicate à forte déclivité.

6. De Chambon (alt. 360 m.) à Pontgibaud (alt. 570 m.), 24 kil. 540. Largeur utilisable 10 à 11 m. Au Chambon on prend la route départementale bien signalée sur laquelle on pourra faire de la vitesse. Partie pittoresque, traversée de la chaîne des Besses. La route descend ensuite par une pente de 4%, jusqu'au village de Crèdes où se trouve un virage à angle droit à très peu près dans la ligne de la Limagne. A 1 kil. du Crèdes, passage à niveau du chemin de fer de Clermont à Tulle (1). La route à l'angle de ce passage est très délicate à cause de sa déclivité.

7. Le point de la grande dénivelée. Jusqu'au premier virage avec virage à gauche de Sauvagnat, la largeur utilisable varie de 7 m. 20 pour reprendre aussitôt après la normale de 10 à 11 m. Passage à niveau du Vauriat (1). Au Vauriat au Crèdes (alt. 360 m.), la route court sur le flanc boisé du Puy de Louchadrière. Bien signalée sur laquelle on pourra faire de la vitesse. Partie pittoresque, traversée de la chaîne des Besses. La route descend ensuite par une pente de 4%, jusqu'au village de Crèdes où se trouve un virage à angle droit à très peu près dans la ligne de la Limagne. A 1 kil. du Crèdes, passage à niveau du chemin de fer de Clermont à Tulle (1). La route à l'angle de ce passage est très délicate à cause de sa déclivité.

A PRESTIGIOUS LINE-UP OF ENTRIES

Qualifying events were held a month before the race to select three cars per country represented. The six competing nations put their hopes in their best manufacturers, best suppliers and drivers who were seen as heroes determined to defend their national honour.



© copyright Alain Bouldouyre



Each nation must attribute a specific colour, in an easily identifiable manner to recognize the cars competing in the race:

- > France: blue
- > USA: red
- > United Kingdom: green
- > Germany: white
- > Austria: yellow and black
- > Italy: black

METICULOUS PREPARATION

Once the route had been chosen, it was necessary to develop and secure the circuit. Three temporary bridges were built to straddle the railway tracks, 23 kilometres of metal fencing were erected, as well as 11 kilometres of wooden palisades....

During the months before the race, the manufacturers and drivers came to inspect the circuit. Safety advice was given to the participants, spectators and residents so that the event and community could cohabitate harmoniously.

A veritable tent city was built on the Laschamps plain: 10,000-capacity grandstands, a media centre with telephone and telegraph services for 300 journalists, snack bars, restaurants, shops...



The day before the race, a mini-tornado touched down in the Auvergne region, destroying the majority of the Laschamps facilities. Hundreds of workers worked through the night to repair the damage. At six in the morning of July 5 the race began as scheduled!

THE WINNERS

The battle for the win was a tight one, most notably between Léon Théry in a Brasier, and Vincenzo Lancia in a FIAT.

The Italian clocked the fastest lap (1h34m57s), but it was the Frenchman who won at an average speed of 78.4kph.

Michelin excelled in the race. In addition to its traditional slick tyres, it offered: *"antiskid tyres that worked wonders. I saw these tyres suffer without buckling while under braking. Such excessive treatment would have torn the canvas plies, rubber and steel rivets of an insufficiently proportioned tyre to shreds. Michelin's latest creation was most certainly praiseworthy,"* opined Maurice Chérié, the correspondent who covered the race for La France Automobile.

The top four places at the finish were monopolised by Michelin runners!



Michelin put a sound organization in place to allow for changing the tyres of one car in three minutes versus seven to ten for their rivals. At special laid-out concrete areas, four three-man teams (one per wheel) were designated to carry out this task. During this time, mechanics topped off the oil, petrol and water.

A hive of activity, performed to perfection!

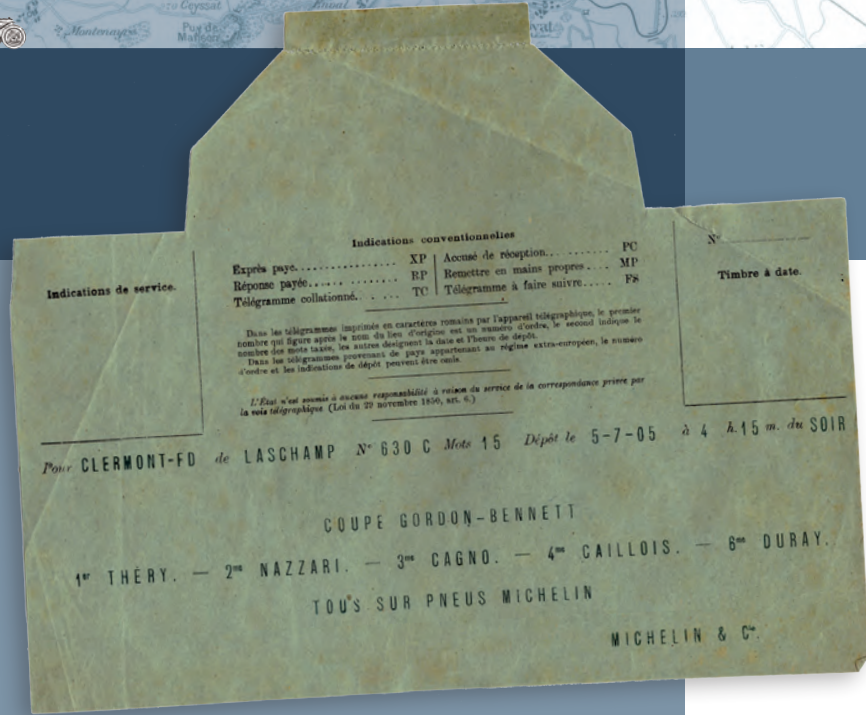
AN EXHIBITION IN SIX PARTS

Part

6

AN ORIGINAL COMMUNICATION CAMPAIGN


The communication plan that was put into place to promote the Gordon Bennett Cup was a match for the competition's international reputation. The publicity items produced extended from postcards and flyers, to fans, cups, balls, toys, candy boxes, broaches and medals. No opportunity was overlooked when it came to associating brand names with the prestige of the event. As co-organizer, Michelin was one of the most prolific companies in this area and the items of the day have since become avidly hunted collectibles.



Media coverage matched the event's importance: 300 reporters have been dispatched from around the world to provide news, while modern communication tools have been provided to ensure that the winners' names become household names across the planet within 24 hours of the finish.



YESTERDAY, TODAY, TOMORROW... **L'AVENTURE MICHELIN EVERY DAY!**



L'Aventure Michelin occupies a surface area of 2,000 square metres and was conceived to house one of French industry's most extensive heritage collections. Exhibits include the original O'Galop poster, a so-called 'sole' tyre from 1905, the Michelin Guide used for the 1944 D-Day landings and a futuristic test vehicle from the 1970s, all of which stand out as symbols of the company's long history. At the same time, L'Aventure Michelin focuses on Michelin's latest innovations (ActiveWheel, self-repairing tyre, lunar wheel, etc.) which continue to make history today.

L'Aventure Michelin also enhances public awareness of issues such as mobility, road safety, energy savings and the technologies of the future that are under development in the laboratories of the Michelin Technology Centre.



L'Aventure Michelin is located in the Cataroux complex, Michelin's biggest factory in Clermont-Ferrand. It occupies a former spinning mill, an entirely refurbished building which features architecture typical of the early 20th Century.

L'AVENTURE MICHELIN PRACTICAL INFORMATION

CONTACT DETAILS

L'Aventure Michelin

32, rue du Clos Four
63 100 Clermont-Ferrand.

Tel: +33 (0)4 73 98 60 60

Website:

www.laventuremichelin.com

OPENING TIMES

- ▶ **From September to June:**
Open daily (except Monday)
from 10am until 6pm.
- ▶ **From July 1 to August 31:**
Open daily from 10am until 7pm.
- ▶ **During the summer period, there will be five late-evening closures on Tuesdays** (open until 11pm):
July 21, July 28, August 4, August 11 and August 18.

HOW TO GET THERE

L'Aventure Michelin is located in Clermont-Ferrand's Montferrand district, near the Parc des Sports Marcel-Michelin (32, rue du Clos-Four).

- ▶ **Limited free parking** space is available for visitors to L'Aventure Michelin. Keep your entry ticket to L'Aventure Michelin carefully. It will be needed when you leave the car park.
- ▶ **Tramway:** Stade Marcel-Michelin.

PRICES

- ▶ **Full price:** €9,50
- ▶ **Kids** (between 7 and 18, proof required): €5,50
- ▶ **Active and retired Michelin staff** (proof required): €5,50
- ▶ **Family ticket** (four people, including at least one young person aged between 7 and 18): €24
- ▶ **Audio guide:** €2
- ▶ **Smartguide:** €3
- ▶ Children aged under 7 (proof required) and carers accompanying handicapped people: **free**

ADVANCED BOOKINGS

- ▶ **Individuals:**
www.laventuremichelin.com
- ▶ **Groups:** the form for group reservations can be found at www.laventuremichelin.com. Completed forms should be sent
> by e-mail to reservation@laventuremichelin.com,
> by fax to +33(0)4 73 98 60 69,
> or by land-mail to
L'Aventure Michelin – Service Groupes
32 rue du Clos Four
63 100 Clermont-Ferrand.
Group pre-bookings:
Tel: +33(0)4 73 98 60 63

GUIDED VISITS

Guided visits are available but must be booked in advance. Different options are available for guided visits in **French, English, Spanish, German, Italian** and **Portuguese**.

THE MICHELIN GROUP *IN FIGURES*

FOUNDED **1889**

PRODUCTION **68** factories in **17** countries

STAFF **112,300** worldwide

RESEARCH & DEVELOPMENT More than **6,600** research staff working out of **25** centres on three continents (North America, Europe and Asia)

RESEARCH AND DEVELOPMENT BUDGET IN 2014 **€656** million

ANNUAL PRODUCTION **178 million** tyres, more than **13 million** maps and guides sold in more than **170** countries, and **970** million itineraries calculated by ViaMichelin.

REVENUE IN 2014 **€19.55** billion

