



MEDIA INFORMATION
Clermont-Ferrand, April 27, 2015

Michelin's new MotoGP web magazine available to the media

Customisable feature stories in a choice of languages plus copyright-free photos downloadable from <http://mediaevent.michelin.com>

Michelin is in the process of developing new tyres for the MotoGP World Championship, a competition to which it is due to return in 2016 after a seven-year absence. This technologically-advanced series has made a significant contribution to the French firm's motorsport heritage and helped it to forge a unique record in racing. While engineers from Michelin Motorsport are busy working with their partner teams to develop a whole new range of tyres, Michelin has decided to produce a new 'Back to MotoGP' web magazine packed with exclusive feature stories.

Fourteen issues are scheduled and they will be published on michelinmotorsport.com, as well as on motoracinglive.com. They will also be available in downloadable form at <http://mediaevent.michelin.com> in accordance with the following provisional calendar:

- #1 and 2 > April 13, 2015
- #3 > April 27, 2015
- #4 > May 7, 2015
- #5 > May 21, 2015
- #6 > June 4, 2015
- #7 > June 25, 2015
- #8 > July 16, 2015
- #9 > September 3, 2015
- #10 > September 17, 2015
- #11 > October 1, 2015
- #12 > October 15, 2015
- #13 > October 29, 2015
- #14 > November 12, 2015

Pascal Couasnon, Director, Michelin Motorsport: "Michelin sees this new web magazine as a means to share a number of insightful feature stories covering the past, present and future of MotoGP with bike racing enthusiasts and the media alike. We have a special bond with this discipline which has allowed us to showcase our know-how over the years. Our return after seven years away from the series that saw Michelin partners notch up 26 world titles and 360 victories is a highly emotional moment and a sign of the commitment of Michelin Motorsport's teams.

"This new web magazine will also provide specialists and fans of motorsport in general with a special behind-the-scenes glimpse of Michelin's preparations for its return to MotoGP racing."