

Press Release
Clermont-Ferrand – January 5, 2015

MICHELIN – PRIMARY PARTNER OF THE MICHELIN CAPITALE PERCHE POLE VAULT COMPETITION

For the first time, Michelin is partnering Capitale Perche, Europe's foremost indoor pole vault competition. In recognition of this support, the sixth edition, to be held in Clermont-Ferrand this Saturday, January 10, has been renamed Michelin Capital Perche.

A hallmark of excellence and performance, Michelin Capital Perche will be attended by some 450 athletes and children from around France.

"For Michelin, partnering Michelin Capitale Perche is both a pleasure and a huge honor," says Claire Dorland Clauzel, member of the Michelin Group Executive Committee. "The partnership fits seamlessly with our long-term support for Renaud Lavillenie, which began in 2011, and reflects the values that we share with this world-class champion. Every year, Renaud kicks off his new indoor season at the event, which is organized by his home club in Clermont-Ferrand. Michelin's historic ties to Clermont-Ferrand are especially strong, even as we have long played an active role in the life of our host communities around the world."

High-level sports and the business world have a lot in common, including a shared focus on performance, passion and self-betterment.

By partnering this important event for the Clermont-Ferrand community, Michelin is once again demonstrating its commitment to engaging in local affairs while pursuing its more than century-long support for the world of sports.

"The partnership with Michelin takes the worry out of my daily prep routine and enables me to steadily improve my competitive performance," says Lavillenie. "Plus, it lasts four years, so it also offers me a clear vision through to the Rio 2016 Olympics. Like Michelin, I'm committed to the highest performance!"

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Michelin, the leading tire company, is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tires for every type of vehicle, including airplanes, automobiles, bicycles/motorcycles, earthmovers, farm equipment and trucks. It also offers electronic mobility support services on ViaMichelin.com and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in more than 170 countries, has 111,200 employees worldwide and operates 67 production plants in 17 different countries. The Group has a Technology Center in charge of research, development and process engineering, with operations in Europe, North America and Asia. (www.michelin.com)

