

MICHELIN to play pioneering role in new FIA Formula E Championship

MICHELIN has been selected to become the FIA Formula E Championship's official tyre partner for the three years to come, up to 2015. Following the tender process instigated by the FIA (Federation International de l'Automobile), the French brand's bid was chosen by the motorsport's governing body for its savoir-faire in three different areas, namely its technical expertise, its marketing plan and its involvement in mobility promotion programmes.

Pascal COUASNON, Director of the MICHELIN Group's Motorsport Department, underlined how pleased and proud the French tyre manufacturer was to have been selected to be a part of the new FIA Formula E Championship: "When it comes to energy efficient tyres and responsible motorsport, MICHELIN has emerged as a pioneer. This new race series is valued by MICHELIN through the facts that that it introduces a new form of power and it will bring the sport to city centres. We will use our expertise to provide the competitors in this highly innovative new championship with new MICHELIN tyres engineered to bring out the very best out in these cars. The FIA Formula E Championship is a perfect showcase for the MICHELIN Total Performance concept which consists in working simultaneously on all the factors that contribute to tyre performance, including those commonly believed to be irreconcilable."

It should be noted that the MICHELIN Group has been active in the promotion and development of mobility ever since the company was founded. In 1998, it organised the first global event dedicated to the showcasing of new mobility-related technologies, the CHALLENGE BIBENDUM.

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