

Paris – March 27, 2012

**A huge success for the first mobile version
of the Michelin corporate website:
www.michelin.com/corporate/m**



Just a few months after launch, the first mobile version of the Michelin corporate website has proven to be a huge hit, with highly encouraging stats as:

- **A 135% increase in visits**
- **30% of users located in the United States and 18% in France**
- **Average visit lasts 1 minute, 30 seconds**

Available in French and English, the mobile version offers lighter content with three sections: Finance (share price, latest press releases, upcoming events), Motorsports (latest news, forthcoming races), and Group and products (latest press releases).

Optimized for iPhone and compatible with Android, BlackBerry, Nokia and other smartphones, the mobile version has such convenient features as language detection and the last section visited.

In the near future, the home page will be revamped and the mobile version's display will be enhanced for desktop users.

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