

Tire Technology International Awards MICHELIN named 'Tire Manufacturer of the Year'

A worldwide panel of 31 tire industry specialists made up of tire and vehicle manufacturers, industry research professionals and university experts has chosen Michelin as 'Tire Manufacturer of the Year'.

Michelin was awarded this prestigious prize at the 2019 Tire Technology International Awards for Innovation and Excellence at a ceremony during Tire Technology Expo 2019 at the Deutsche Messe, Hannover, Germany.

The panel awarded the accolade to Michelin for several achievements; notably the Company's environmental initiatives, product innovation and its work into worn tire performance.

Judge Klaus Baltruschat, tire expert for TÜV SÜD commented: "Michelin's environmental initiatives over the past 12 months have been outstanding; they are one of the few tire OEs to commit to 2048 sustainability targets. Michelin has been driving the market with innovations and sustainability concepts for years, and their environmental initiatives such as micronised rubber powder and clever tread pattern design that still delivers good performance, even when close to being worn out, are just a few examples that can be cited here."

Pierre Robert, Director of Research and Development for the Michelin group, commented: "The tire manufacturing industry is highly competitive, so it is a real honour for Michelin to receive the prestigious Tire Technology International 'Tire manufacturer of the Year' award. Innovation has been at the heart of Michelin's success for more than 125 years, and this award is testament to the pioneering work of the 6,000+ people working today in R&D worldwide for Michelin."

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Michelin, the leading tire company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 117,400 employees and operates 121 production facilities in 17 countries which together produced around 190 million tires in 2017. The Group has a Research and Development Center located in Europe, North America and Asia. (www.michelin.com)