

L' AVENTURE MICHELIN 2009 / 2019
TEN YEARS ALREADY





CONTENTS

2009 – 2019 L'AVENTURE MICHELIN, TEN YEARS OF SUCCESS	1/2
FROM MICHELIN'S ROOTS TO THE MOBILITY CHALLENGES OF THE FUTURE	3/4
A RICH AND LIVELY SELF-GUIDED TOUR	5/16
AN INCREASINGLY INTERACTIVE ADVENTURE	17/18
FOUR LABELS FROM TOURISME ET HANDICAP	19
L'AVENTURE MICHELIN IN NUMBERS	20
L'AVENTURE MICHELIN: PRACTICAL INFORMATION	21/22
THE MICHELIN GROUP IN NUMBERS	23

2009 / 2019 L'AVENTURE MICHELIN, TEN YEARS OF SUCCESS

It's been ten years since L'Aventure Michelin first opened to the public. Ten years already! Only ten years. It's also been ten years of success, and the figures speak for themselves: 750,000 visitors from 96 different countries, including families, tourists, school groups, customers, partners and public bodies.

This museum has triumphed above all because the Michelin history it shares is universal. It touches each of us and is unlike any other – both a well-known chapter of France's past and a worldwide success story. An industrial saga filled with a multitude of exhilarating episodes covering more than 130 years, while at the same time setting the stage for the future. L'Aventure Michelin is also an integral part of Clermont-Ferrand's own history, marked by the Michelin brothers' arrival in 1889, the development of the first removable tyre in 1891 in the courtyard of a small plant in Carmes, the organisation of the legendary Gordon-Bennett Cup in Auvergne in 1905, the first road map of the Clermont-Ferrand region in 1908, the famous housing estates that dotted the local landscape and, last but not least, the Michelin Man, named Icon of the Millennium in 2018. Not only is the Michelin Man the Group's emblem, he contributes to the renown of the venue and of the Michelin brand itself. The Michelin brothers – pioneers with an audacious vision – consistently encouraged their company to rise to the challenges of the times. This spirit is still reflected in the Group's strategy today. For its tenth anniversary, L'Aventure Michelin is seeking to spark visitors' interest by adding two new features in 2019: a new film on the Michelin Man and an exploration game giving visitors a new glimpse into the tour's design. This new, all-digital feature – inspired by the concept of escape games – will be available in different versions concocted especially for families, school groups and the like.

Because the story it tells is never-ending and the Group is constantly looking to the future, L'Aventure Michelin continues to evolve with the times. The objective is to show the general public how Michelin continues to blaze trails in the tyre industry in the 21st Century and respond to everchanging mobility needs.



**THE GOAL
WAS TO SHARE
MICHELIN'S
RICH PAST AND
CUTTING-EDGE
FUTURE WITH
THE GENERAL
PUBLIC**

FROM MICHELIN'S ROOTS TO THE MOBILITY CHALLENGES OF THE FUTURE

Covering 2,000 square metres of floor space, L'Aventure Michelin was designed first and foremost to house an extraordinary French industrial heritage. The collection includes such memorable items from Michelin's past as the first poster by cartoonist O'Galop, the 1905 Michelin Sole tread, the Michelin Guide used by the D-Day armies in 1944 and a futuristic test vehicle from the 1970s. L'Aventure Michelin also devotes plenty of space to the company's latest innovations, such as the Vision concept tyre, to remind visitors that the Michelin story marches on. Here, visitors can learn about the issues of mobility, safety and energy efficiency and discover the future solutions being developed in the laboratories of the Company's Research & Development Center.

L'AVENTURE MICHELIN: AN INDUSTRIAL SITE AND A SLICE OF HISTORY

L'Aventure Michelin is located in a former factory that has been entirely renovated. This typical early 20th-century industrial building is in the heart of Cataroux, Michelin's largest industrial site in Clermont-Ferrand. The signature sawtooth roofing, interior metal posts, vast open spaces and metallic flooring have been retained. Only the entrance at one corner of the building has been redesigned. Wide vertical windows that echo the façade let the sunlight into the main entrance. Open to the roof, the entrance exhibit area offers an ideal showcase for three major pieces of the collection: a Bréguet XIV biplane, a Micheline locomotive and a Formula E show car, an all-electric single-seater race car.

Already a huge hit

It didn't take long for L'Aventure Michelin to become one of the most-visited sites in central France's Auvergne region. Since its opening in 2009, more than 750,000 visitors have come through the doors – from school classes, individual visitors and collectors' clubs to Michelin staff, foreign tourists and government ministers. L'Aventure Michelin's reputation has quickly spread far and wide, as can be seen in the range of French and foreign addresses in the visitors' book. High global awareness of the Michelin brand and the Michelin Man undoubtedly have something to do with this, as do the efforts to make the site accessible to all visitors and the partnership forged with local government and Clermont-Ferrand school authorities.



A VIBRANT, INTERACTIVE TOUR

The self-guided tour was designed to entertain visitors and heighten their senses. At each stop along the way, visitors are placed in a new situation that invites them to move, touch, listen, look and smell. The latest exhibits accentuate the virtual, play-based aspects of the tour with a large number of tactile, interactive screens as well as an immersive film. Following both a chronological and thematic path, the tour guides visitors from one zone to another, each with its own design and atmosphere.

A cubic exhibit, for example, expresses the logical nature of Michelin's maps and guides, while a more open, airy display covers Michelin and aviation, and a completely circular room tells the revolutionary story of the radial tyre. Carefully calibrated lighting, changes in traffic flow and the use of different media also help to make each step of the visit an unforgettable experience. The world-famous Michelin Man, who embodies the Company's values and expresses its close relationship with the public, is on hand throughout the tour and available for a souvenir photograph with visitors at the end. This vibrant tour makes L'Aventure Michelin a welcoming place for all visitors. From school children to families and from groups to the disabled. The layout has been designed to make this an enjoyable experience for all.

A RICH AND INTERESTING SELF-GUIDED TOUR



ENTRANCE

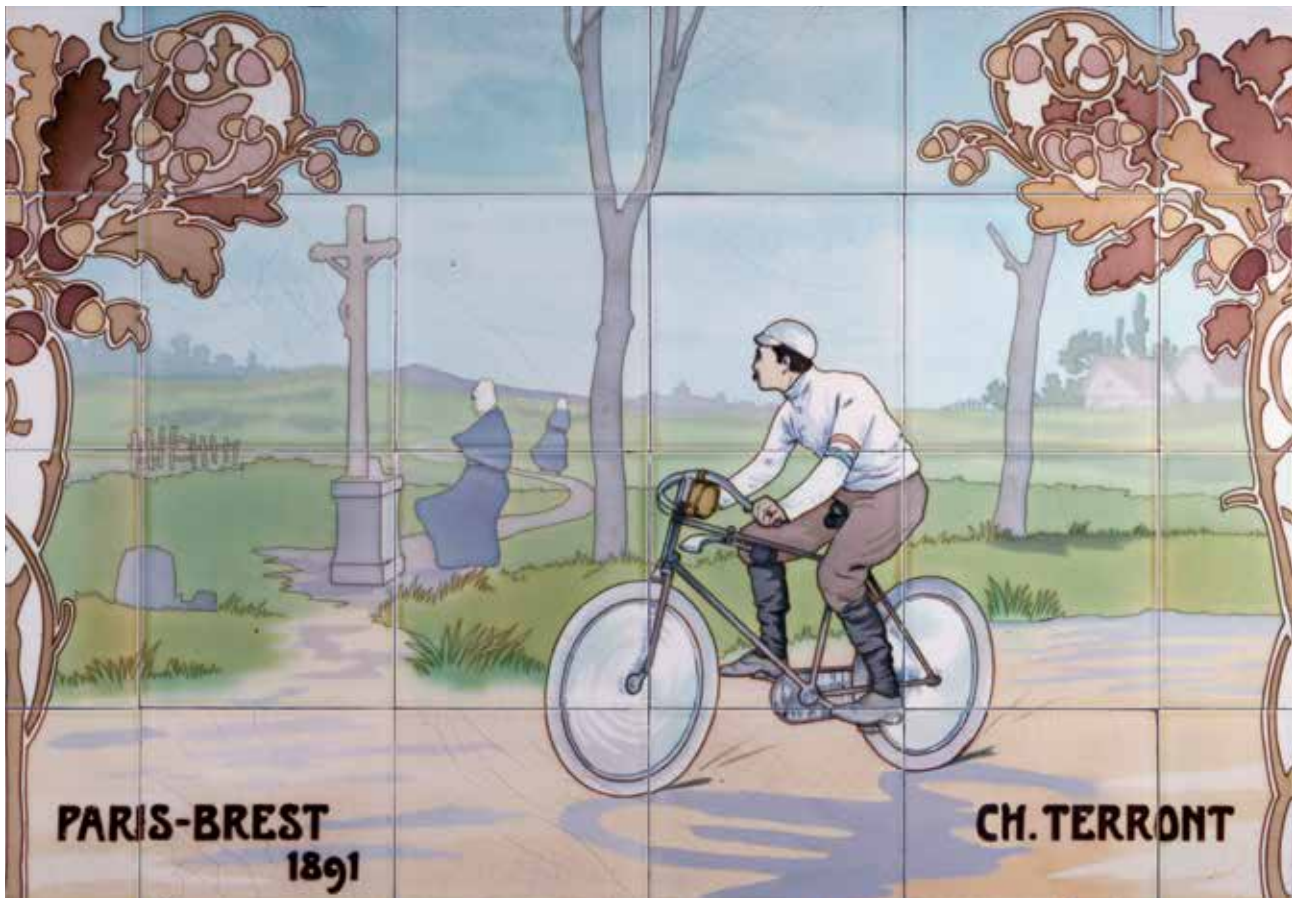
In the entrance exhibit, a Michelin locomotive and a Bréguet biplane remind visitors that they are embarking on a tour of Michelin mobility solutions. Mobility was the dream of founders André and Edouard Michelin, who imagined a bright future for the emerging solutions of their day—bicycles and automobiles—when they took over the family rubber business in 1889.



SECTION 1

THE ORIGINS OF MICHELIN

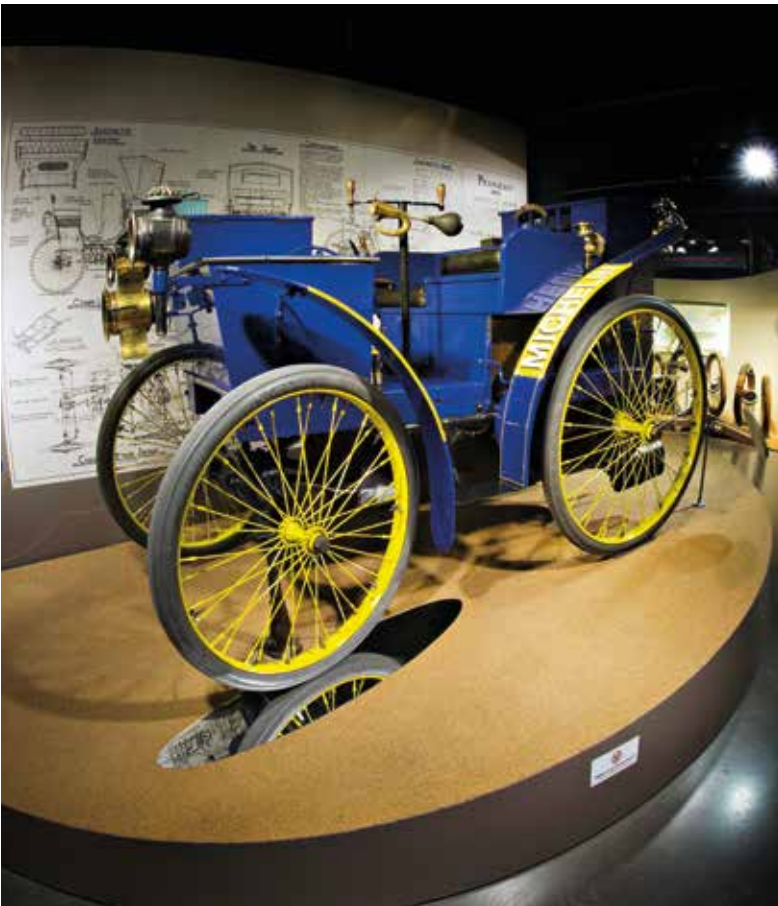
Animals were the main form of transportation in France at the end of the 19th Century. The increasingly dense railroad network offered transportation from city to city and helped spur the development of the industrial society that emerged in tandem with technical innovations, inventions and other discoveries. It was in this setting of creative euphoria that the Michelin adventure began, with the Barbier Daubrée family and the rubber industry in Clermont-Ferrand.



The Paris-Brest-Paris race in 1891

The visionary Michelin brothers had big plans and anticipated the new mobility market's needs. They took advantage of a new application for rubber to diversify production and invented the first removable bicycle tyre. From then on, punctures were an obstacle that could be overcome. To demonstrate the removable tyre's benefits for cyclists and spread the news, racing champion Charles Terront first used the Michelin tyre in the Paris-Brest-Paris bicycle race in 1891. In a ground-breaking performance, he finished the 1,200 km competition in a time of 72 hours.

SECTION 2



The Paris-Bordeaux-Paris race in 1895

Edouard and André Michelin had absolutely no doubts that they would revolutionize the world of transportation with the help of a dedicated team of workers. When the Éclair, the world's first vehicle with pneumatic tyres, was unveiled, the Michelin brothers proved that it was possible to ride on air. By building cars and driving the highly unpredictable Éclair themselves (it tended to zigzag like a lightning bolt, or 'éclair' in French), Edouard and André paved the way for a modern, comfortable and safer new form of travel.

RIDING ON AIR

In the last decade of the 19th Century, the Michelin brothers accelerated the development of the bicycle and the automobile with a host of innovative products, including the first automobile tyre, the first tyre that could handle speeds in excess of 100kph and the first removable rim. The brothers continued to improve the tyre, always with a focus on user benefits. A unique collection of tyres from this period showcases these advances, which included the introduction of carbon black, new tread pattern designs, low-profile tyres and metal casings.

SECTION 3

AVIATION PIONEERS

In 1896, the Michelin brothers were already taking an interest in aviation. They helped create the Aéro-Club de France and, in 1908, launched the Michelin Aviation Cup to reward the pilot who doubled the previous year's distance record. Flights at the time did not last long. That same year, the brothers decided to award a 100,000-franc cash prize to the first pilot to fly from Paris to Clermont-Ferrand with a passenger in less than six hours and land on the summit of the Puy de Dôme peak that overlooks the city.



First landing strip in Aulnat

Demonstrating their convictions, the Michelin brothers began building airplanes during World War I, thereby supporting the growth of civil and military aviation. In all, close to 2,000 aeroplanes were built in Clermont-Ferrand with no profit, at a pace of seven per day. Michelin used a field in nearby Aulnat to test the airplanes and, in 1916, built the world's first concrete runway.

SECTION 4



THE MICHELINE: INNOVATION ON RAILS

Encouraged by its success on the road and in the air, Michelin decided to apply the advantages of tyres to railway travel in 1929. As the idea seemed utopian, Michelin was unable to find a railway company partner and so chose to develop its own range of rubber-tyred trains, known as Michelines. This daring wager led to the development of tyres adapted for railway cars, which today are used in many underground train systems around the world.

The Micheline Type 23 of 1939

When Michelin adapted tyres for railway cars in 1929, the first test runs provided conclusive evidence of their benefits—traffic speed increased, braking distances shortened, railway equipment lasted longer and passengers travelled in greater comfort. When the Micheline locomotive made its first run between Paris and Deauville in 1931, a new adventure began for Michelin. The Micheline Type 23 was even chosen to represent France's technological advance at the New York World's Fair in 1939.

SECTION 5

COMMITMENT TO EMPLOYEES AND THE LOCAL COMMUNITY

Beyond its products, Michelin has forged powerful ties with its staff and the city of Clermont-Ferrand . Lifesize characters along the tour give first-hand accounts of Michelin's presence outside of its plants, from schools and grocery stores to the hospital and ASM sporting club, while maps and photographs present the celebrated workers' districts whose houses and gardens still dot the city's landscape today.



SECTION 6



ADVERTISING GENIUS

The Michelin brothers believed strongly in promotional advertising and hit on the idea of using Bibendum— better known in the English-speaking world as the Michelin Man—to build their company's renown. Very quickly, the Michelin Man started showing up all around France, in village fetes and fairs. As time went by, he accompanied the Tour de France bicycle race, went on a tour of seaside resorts and promoted Michelin tyres everywhere he went. Today an international icon, the jovial, roly-poly Michelin Man has changed over time. From the cigar-puffing bon vivant of the early days to the universal travel companion of today, the Michelin Man has become an integral part of automobile and advertising history. A film produced for L'Aventure Michelin re-lives the character's incredible journey, from his creation to today.

The Michelin Man's origins

In 1894, Edouard and André Michelin visited the International and Colonial Exhibition in Lyon and noticed a pile of different-sized tyres put together by the stand manager. It looked just like a man. Soon afterwards, André saw a illustration by the cartoonist O'Galop that the brothers adapted to make a human form composed of tyres. The Michelin Man was born. The first posters using his image were published in 1898.



SECTION 6

SECTION 7

HELPING AND GUIDING TRAVELLERS

Firmly convinced that “what is good for automobiles is good for tyres” and recognizing that motorists of the nascent automobile era would have trouble finding their way on roads without road signs, the Michelin brothers invented a host of solutions to support mobility. These included hotel guides (1900), travel guides (1926), road maps (1910), an Itineraries Office (1908), road signs and tools that made travelling easier and helped spur the development of automobiles and tourism.

The Michelin Guide

The original Michelin Guide was published in 1900 with the aim of facilitating motorists’ lives by providing them with essential information for their journeys. In the foreword, André Michelin wrote: “This work coincides with the beginning of the new century and will last the latter’s duration”. Guides covering other countries soon followed.

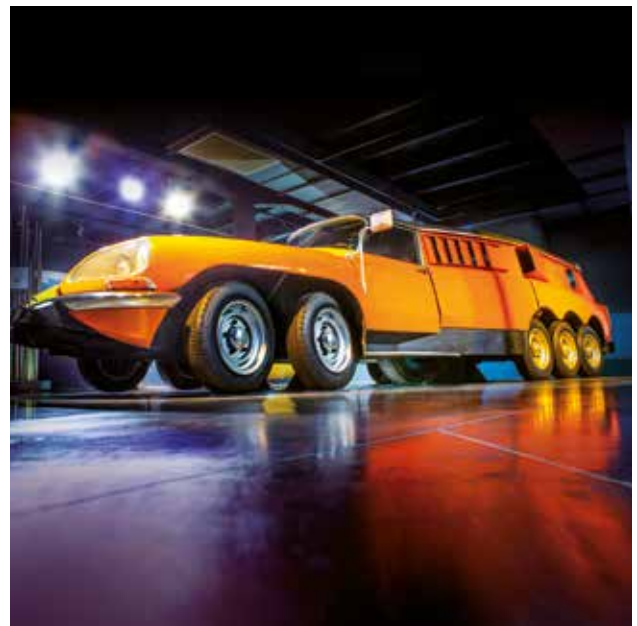




SECTION 8

THE RADIAL REVOLUTION

In 1946, Michelin filed a patent for the radial tyre. With its extraordinary technological benefits, the radial tyre was first adapted for automobiles. Very quickly though, it was in high demand for trucks, underground trains, earthmovers, tractors, aeroplanes and motorcycles. This revolutionary technology gave Michelin a 20-year lead over the competition and made it a world-class company. To test its tyres, Michelin acquired leading-edge resources and equipment. In 1947, it became the first industrial firm in France to have an electronic microscope and, in 1965, it opened a Research & Development Center covering nearly 990 acres. A dedicated exhibit area on materials and expertise provides visitors with a close-up view of what goes into a tyre and how it is made.



The Mille-Pattes

In the 1970s, Michelin came up with an unusual vehicle to test truck tyres known as the Mille-Pattes (or centipede). This prototype made from components of the Citroën DS had ten independent wheels and two V8 engines made by Chevrolet. Weighing nine tonnes, the Mille-Pattes was equipped with measuring devices to test the truck tyre situated at its centre. For several years, the Mille-Pattes served as an innovative way to safely test tyres at sustained high speeds.

SECTION 9

SECTION 9



Michelin Vision

Michelin's Vision concept tyre is a fully recyclable, airless, 3D-printed tyre, and its tread adapts easily to all conditions.



BUILDING TOMORROW'S MOBILITY

By 2030, 60 percent of humanity will be living in cities. In response to this major challenge, Michelin strives to design new mobility solutions for all which are clean, safe and connected, and where carpooling, car-sharing and smart transportation systems play a central role. Since 1998, the Michelin Challenge Bibendum global conference on sustainable mobility has been gearing up for our future. Key stakeholders gather regularly for the event, renamed Movin'On by Michelin, to pool ideas and find new solutions.

INNOVATION: AN INTEGRAL PART OF MICHELIN'S BUSINESS

Saving energy and raw materials is a target that must be considered as early as possible in the design phase, whatever the product. Today's Michelin tyres incorporate new materials, while the Company's natural rubber sourcing has been replaced by sustainable rubber tree farming. Michelin's Research & Development Centers located in North America, Europe and Asia employ more than 6,000 people worldwide. Motorsport is a particularly useful laboratory where tyres can be tested in extreme conditions, enabling technology transfer from motorsport to consumer road tyres. In addition, Michelin's 'design thinking' approach helps it to anticipate tomorrow's applications, accelerating the development of new ideas like the Michelin Vision, a concept tyre that incorporates innovative technologies and services.

SECTION 10



GIFT SHOP

At the end of the tour, visitors can stop in the gift shop where they will find a selection of Michelin Lifestyle products, maps and guides, as well as reproductions of objects from the heritage collection on display at L'Aventure Michelin.

L'AVENTURE MICHELIN BOOK

shows the typical sawtooth roof of a former Michelin factory that is now home to L'Aventure Michelin. Written and published by Michelin, the 188-page book recounts the 130-year saga of a company guided by innovation and deeply committed to the future.

Price: €14.90

AN INCREASINGLY INTERACTIVE ADVENTURE

Visiting L’Aventure Michelin is a fun experience to be shared with friends or family, where numerous interactive displays allow visitors to learn while enjoying themselves. Touchscreen displays present the different faces of the Michelin Man, reveal the mysteries of the tyre and provide access to rare editions of the Michelin Guide. Various games let you test your knowledge or dexterity.

Using our website, you can prepare your visit and book tickets either from home or using your smartphone. At the end of the tour, you can have your picture taken with the Michelin Man and share it with anyone you wish. Photography is allowed throughout the museum, so you can give others a glimpse of your experience.





***A FREE APP
CAN BE DOWNLOADED
WHICH PROVIDES ADDITIONAL
INFORMATION TO ENHANCE
YOUR VISIT***

L'AVENTURE MICHELIN : FOUR LABELS FROM "TOURISME ET HANDICAP"

L'Aventure Michelin strives to be accessible to all, with no exceptions. Its designers spent a great deal of time making sure that everyone would be able to fully enjoy the self-guided tour by building in complete accessibility, dedicated features for the visually impaired and specific interfaces. Thanks to these ambitious efforts, L'Aventure Michelin, inaugurated in January 2009, has won four labels from France's Tourisme et Handicap association in a short space of time, as a place that is friendly for visitors with hearing, cognitive, motor or visual impairments. This recognition is important for Michelin, a company dedicated to improving mobility for everyone.

This commitment to welcoming all disabilities extends to L'Aventure Michelin's website (www.laventuremichelin.com). The site is accessible to everyone and includes special practical information for all individuals, such as Braille displays and speech synthesis capabilities, keyboard navigation and other features.



A TOUR THAT CAN ACCOMMODATE ALL VISITORS

Special care was taken to ensure the comfort of visitors with reduced mobility. Lowered counters have been installed in the reception area and gift shop and the different floors are all accessible by elevator. Similarly, the furniture, handrails and elevators have all been specially adapted. Rest areas have been created at convenient intervals throughout the tour and fold down seats are available starting in the entrance for people who have difficulty walking. The entire tour is also accessible to the visually impaired thanks to tactile floor markings that guide the visitor throughout the building.

SPECIFIC INTERFACE AND COMMUNICATION RESOURCES

Visually impaired visitors can discover L'Aventure Michelin completely on their own through a sensorial tour entitled "Another View". Specific flooring indicates where to stop to hear the descriptions in the audio guides. The information notices in each section are transcribed in Braille, while tactile illustrations, mock-ups and miniatures in contrasting colours and displays with sound and smell features are regularly positioned throughout the tour. In addition, vinyl gloves are available for visitors allergic to latex. This extensive multi-sensorial approach blends harmoniously with the tour's design, even creating a link between the different categories of visitors, as can be seen in the number of children who play with the miniatures designed to assist the visually impaired. For the hearing impaired, headphones and induction loops are available for the audio guides. For the deaf, video guides in French sign language are also available. For visitors with cognitive impairments, intuitive media facilitates access to the exhibits, as do simplified, illustrated signs and explanatory notices.

L'AVENTURE MICHELIN IN NUMBERS:

4

LABELS FROM
**TOURISME &
HANDICAP**

Tours available in
4 LANGUAGES



(German, English, Spanish and French)

MORE THAN
10,000

**GUIDED
TOURS**
a year

More than 
750 000
VISITORS since **2009**

More than 
1,000 EXHIBITS
from Michelin's heritage collection

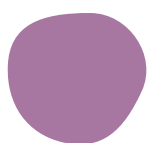
**VISITORS
REPRESENTING**
96 
NATIONALITIES

2,000 M²
OF EXHIBITION
space devoted to
Michelin yesterday,
today and tomorrow


130
years
**OF MICHELIN
HISTORY**

4,5 / 5
ON TRIPADVISOR

L'AVENTURE MICHELIN: PRACTICAL INFORMATION



ADDRESS

L'Aventure Michelin

32, rue du Clos Four - 63100 Clermont-Ferrand.

Tel.: +33 4 73 98 60 60

Website: laventure.michelin.com



MEDIA CONTACT

Michelin Media Relations

27, Cours de l'Île Seguin 92100 Boulogne-Billancourt - FRANCE

Tel.: +33 1 45 66 22 22 - Fax: +33 1 71 22 80 47

www.michelin.com/corporate



OPENING HOURS

- **From September to March:** Tuesday to Sunday, from **10 am to 6 pm**
(exceptional closures: December 25 and January 1).
- **From April to June:** Open daily from **10 am to 6 pm.**
- **From July 1 to August 31:** Open daily from **10 am to 7 pm.**



ACCESS

- **Tramway:** Line A, 'Stade Marcel-Michelin' station
- **Bus:** Line B, 'Stade Marcel-Michelin' stop
- **Car:** Clermont-Ferrand's 'Montferrand' district, next to the Marcel-Michelin sports complex (free parking).



TICKET PRICES

- **Adults:** €9,50
- **Children aged 7 to 18:** *(ID required)* €5,50
- **Free: children under 7** *(ID required) and attendants for disabled persons.*
- **Current and retired Michelin employees:** *(ID required)* €5,50
- **Families:** *(four people including at least one child aged 7 to 18)* €25
- **Audio-guide** 🇫🇷 🇩🇪 🇬🇧 🇪🇸 : €2
- **Smart-guide** 🇫🇷 🇩🇪 🇬🇧 🇪🇸 : €3



RESERVATIONS

- **Individuals:** www.laventuremichelin.com
- **Groups:** A reservation form is available at www.laventuremichelin.com.

Return the completed form:

- by e-mail to: reservation@laventuremichelin.com
- by fax to: **+33 4 73 98 60 69**,
- by mail to the following address: **L'Aventure Michelin – Service Groupes - 32 rue du Clos Four 63100 Clermont-Ferrand**
Pre-reservations for groups: **Tel.: +33 4 73 98 60 63**



GUIDED TOURS

- Guided tours are available **and must be booked in advance.**
- Flat-rate fee for guided tours in French: **€55.00 for groups of 9 to 25 people.**
- Flat-rate fee for guided tours in French and foreign languages: **€85.00 for groups of 8 people or less.**
- Flat-rate fee for guided tours in foreign languages: **€65.00 for groups of 9 to 25 people.**
- Tours available in **French, English, Spanish and German.**



GIFT SHOP

- **The gift shop opens at 10:30 am** and can be accessed separately from the tour.
- **The gift shop features a wide selection of Michelin-branded products for all budgets and occasions.**

THE MICHELIN GROUP IN NUMBERS

FOUNDED
1889

FACTORIES:
121 IN 17 COUNTRIES

TOTAL STAFF WORLDWIDE:
117,400

RESEARCH & DEVELOPMENT CENTER:
MORE THAN 6,000 PEOPLE WORKING IN THREE CONTINENTS:
NORTH AMERICA, EUROPE AND ASIA

2018 R&D BUDGET:
€648 MILLION

REVENUE 2018:
€22,028 BILLION

