PRESS KIT

THE 24 HOURS OF LE MANS, A MICHELIN INNOVATION ACCELERATOR FOR OVER 100 YEARS

WE RACE FOR CHANGE

"It is precisely when everything works that we must dare to go further"
Matthieu Bonardel, Michelin Motorsport director

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MICHELIN

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Michelin tires at the 2025 Le Mans 24 Hours

On June 14 and 15, 2025, the fourth round of the FIA World Endurance Championship (WEC) will see eight manufacturers compete in the Hypercar category at the legendary 24 Hours of Le Mans. All of them are Michelin partners: Alpine, Aston Martin, BMW, Cadillac, Ferrari, Porsche, Peugeot, and Toyota. Prior to the race, teams will take part in the Test Day on June 8.

A range of slick tires tailored for Endurance
The Hypercars will use MICHELIN Pilot Sport Endurance tires, available in three types of slick compounds (smooth tread), each optimized for different temperature conditions:

- **Soft (white sidewall):** soft compound for cold or damp tracks, ideal from night into early morning.

- **Medium (yellow sidewall):** versatile compound suited to moderate conditions, likely the most used during the race.

- **Hard (red sidewall):** designed for high track temperatures and extreme stress resistance.

Each compound has an optimal thermal range with overlap zones between specifications. This allows teams to fine-tune their tire strategies based on weather conditions, while maintaining stable performance over multiple stints. The hotter the track, the harder the compound.

Made with 30% recycled and renewable materials, these tires reflect Michelin's commitment to sustainability in motorsport.

An "All-Conditions" rain tire
The **MICHELIN Pilot Sport Endurance Wet** completes the range. Effective on both soaked and drying tracks, it delivers outstanding performance even in changing weather conditions. Containing 45% renewable and recycled materials, it also contributes to a more sustainable approach.

Regulations and technology
Since the 2024 edition, tire warmers have been banned, significantly impacting tire management. Heating is now entirely dependent on the driver: quick with Softs, slower with Hards. Michelin, present in every team with its technicians, recommends minimizing tire changes to preserve temperature and maximize stint performance. Many cars are expected to run up to four stints on a single set.

Another emerging strategy: partial tire changes (two instead of four) and compound mixing, depending on the circuit and conditions.

A logistical and environmental commitment
Michelin will supply 4,400 tires for the 21 Hypercars. Only 4,000 will be delivered initially, with the remainder contingent on actual usage after the Test Day. This setup reduces the carbon footprint—avoiding two round-trips by truck between Clermont-Ferrand and Le Mans.

Tires used during the Test Day will come from dedicated stock previously used during Hyperpole sessions at earlier races. This approach aims to fully exploit the mileage potential of each tire before recycling.

A human organization dedicated to performance
A team of 110 people—fitters, technicians, and engineers—will be on-site at Le Mans to support partner teams.

Each car will be allocated:

- **24 tires** for practice and qualifying
- **56 tires** for the race
- **8 additional tires** for Hyperpole-qualified cars (later reallocated to private tests)

All Hypercars will use 29/71-18 tires at the front and 34/71-18 at the rear, sizes that enhance stability and traction.

Visible and useful sidewall markings
To ensure strategic transparency, Michelin identifies each compound with colored sidewalls:

- **White: Soft**
- **Yellow: Medium (also for GT3 category)**
- **Red: Hard**
- **Blue: Wet (also GT3)**

Initially introduced as stickers, these markings are now directly applied to the sidewalls, making them visible from the pits and the stands.

Handcrafted excellence
Each racing tire is made in Clermont-Ferrand at the Cataroux plant workshops. Manufacturing takes about one hour, over half of which is done by hand. This large-scale artisanal precision ensures quality, consistency, and performance.

Le Mans 2025: Michelin Motorsport takes a new step towards a circular economy

This year again, and ahead of the introduction of the new 2026 tire range, sustainable innovation remains at the heart of Michelin's commitment. For its Hypercar tires, which already incorporate up to 45% renewable and recycled materials (rain tires), Michelin is developing an ambitious recycling program aimed at recovering raw materials from used tires.

Pyrolysis recycling of Hypercar tires
Since early 2025, Michelin, as an accelerator of the Group's sustainable innovations, has been collaborating with the Swedish company *ENVIRO** on an innovative recycling program for tires used in the FIA WEC championship.

Several tests have already been carried out, and the program will be gradually rolled out by 2026. All tires used in this context will be broken down through pyrolysis, a unique process developed by *ENVIRO*.

This technology makes it possible to recover raw materials such as recycled carbon black and pyrolysis oils, which will then be used to manufacture new products, including tires.

This method makes it possible to transform end-of-life tires into reusable resources, reducing environmental impact by avoiding the extraction and processing of fossil-based materials. The carbon footprint of this process is also more favorable than that of the current energy recovery method used in cement plants.

Aware of the challenges associated with end-of-life tires, Michelin is taking action to promote their recycling while continuously striving to reduce the environmental impact of its products. The insights gained from this program initiated through Motorsport will enrich the Group's knowledge of material recovery, with a view to broader application across all its product ranges.

**Swedish start-up founded in 2001, Enviro has developed an innovative pyrolysis technology to recycle end-of-life tires. This technology makes it possible to transform used tires into high-quality raw materials such as recovered carbon black, pyrolysis oil, steel, and gas, while minimizing energy consumption. In partnership with Michelin and Antin, Enviro has launched several projects, including the construction of multiple recycling plants (INFINITERIA project). The collaboration with Enviro, aimed at industrializing pyrolysis technology on a large scale, thus contributes to a circular economy and to reducing the environmental impact of tires.*

A Michelin "demonstrator" tire incorporating 71% renewable and recycled materials

In 2021, during the 24 Hours of Le Mans, Michelin unveiled a racing tire made of 46% renewable and recycled materials. Since then, that percentage has continued to increase.

In 2024, Michelin revealed a very high-performance tire incorporating 71% renewable and recycled materials, designed for the hydrogen-powered H24EVO prototype and the fully electric Porsche GT4 ePerformance.

This innovation demonstrates Michelin's ability to integrate breakthrough technologies without compromising performance or the tire's overall environmental impact.

Among the renewable and recycled materials are natural rubber, recycled carbon black, natural resins made from orange and lemon peels (limonene), and many other bio-based and recycled products.

This expertise in materials has enabled Michelin to develop Hypercar tires already containing more than 30% renewable and recycled materials: 30% for slick tires and 45% for wet-weather tires.

The experience gained has also helped accelerate the development of two road-approved tires, presented in October 2022, incorporating 45% renewable materials for cars and 58% for buses. Innovations from motorsport are thus found in Michelin's everyday products.

Michelin tires for Hypercars: entirely designed on simulator
The MICHELIN Pilot Sport Endurance Slick and Endurance Wet ranges, developed for the Hypercar category, were entirely modeled through virtual simulation. This approach has reduced the number of on-track tests, halved the development time, and significantly limited environmental impact.

A pioneer in the field, Michelin collects and analyzes all race data to refine its simulation models. These tools help predict tire behavior under extreme conditions, reduce prototype production, limit testing, and thus decrease CO_2 emissions.

Simulation, initially developed for motorsport, is now used to design production tires such as the Pilot Super Sport or Pilot Sport Cup ranges, developed for prestigious manufacturers like Ferrari, AMG, Porsche, Corvette, Lexus, or Ford Performance.

On the road to Le Mans 2026: Michelin innovates for a more sustainable future

As the 2025 season of the FIA World Endurance Championship (WEC) reaches its peak at the 24 Hours of Le Mans, Michelin is preparing to unveil a new generation of tires for the Hypercar category. More than just a technological advancement, this new range embodies the Group's ambition: placing performance at the service of sustainability, by incorporating 50% renewable and recycled materials in slick tires, and up to 56% in wet-weather tires.

Innovating even when everything works
For several seasons, MICHELIN Pilot Sport Endurance tires have stood out for their consistency, longevity, and versatility, highly valued by racing teams. Yet, despite this success, Michelin chooses to challenge itself. For **Matthieu Bonardel**, Director of Michelin Motorsport, innovation is not a response to weakness but a deliberate and visionary approach: "*It is precisely when everything works that we must dare to go further*."

It is in this spirit that the Michelin Motorsport teams are currently finalizing the new 2026 Hypercar range, the result of a complete overhaul of materials, rubber formulations, and manufacturing processes. Reaching the threshold of 50% sustainable materials represents a 20-point increase over the previous range and marks a strategic milestone in the Group's roadmap toward a tire made of 100% sustainable materials by 2050.

Innovative, traceable materials with low environmental impact
Inspired by the Michelin "demonstrator" tire containing 71% sustainable materials, this new generation of Endurance tires for the Hypercar category includes a unique mix of bio-based or recycled components:

- Natural rubber derived from Hevea sap,
- Recycled carbon black from used tires, in partnership with *ENVIRO*
- Natural resins from orange and lemon peels (limonene)
- Bio-based silica from rice husks
- Sunflower oil
- Recycled steel, produced by electric arc from scrap metal or by pyrolysis, in partnership with *Global Steel Wire*

These materials are rigorously selected based on physical traceability — without relying on credit-based offset systems — and low environmental impact, verified through life cycle assessments (LCA). For Michelin, a tire is only truly “sustainable” if its entire lifecycle — from raw material to recycling — meets strict environmental standards.

A unique development process
The development of this range relies on a unique synergy between advanced digital simulation, technical expertise, and real-world testing. Thanks to some of the most powerful internal tools in the industry, Michelin has been able to precisely simulate the dynamic and thermal behavior of new rubber compounds, allowing the early selection of the most promising combinations.

Digital prototypes were tested by professional drivers in simulators before physical tires were produced and tested on track. In May 2025, at Le Castellet, several partner teams tested different versions of the “Medium” compound, providing encouraging feedback on grip, consistency, and warm-up. A final testing session is scheduled at Watkins Glen in June, before finalizing the design in August 2025, for large-scale production at the Cataroux plant (Clermont-Ferrand).

A unique livery for a visible commitment
In tribute to this major breakthrough, the new 2026 Hypercar range will feature a limited-edition velvet livery called “Race to VISION.” This unique design is directly inspired by the VISION concept presented by Michelin in 2017, which illustrates the Group’s ambition to develop by 2050 an airless, connected, rechargeable, and fully sustainable tire.

This livery will only be applied to tires that meet or exceed the 50% renewable and recycled materials threshold. It therefore symbolizes, in a visible and meaningful way, Michelin’s tangible progress in responsible innovation. It also reflects the biomimetic inspiration Michelin follows in its pursuit of the tire of the future.

Towards a circular tire economy
This new generation is part of a comprehensive circularity program that goes beyond the integration of sustainable materials. All tires used in the FIA WEC are now recovered after use and sent for pyrolysis-based recycling.

The process, developed with *ENVIRO*, enables the recovery of high-quality raw materials — carbon black, oils, steel — which are reintroduced into new products, including new Michelin tires.

This virtuous loop reduces dependence on fossil resources while lowering CO_2 emissions compared to current practices (such as energy recovery in cement production, for example).

VISION 2050: the roadmap to a fully sustainable tire
The development of this new range fits into a long-term strategic vision led by Michelin. With the VISION concept as a guiding light, the company is committed to producing tires made with 100% renewable and recycled materials by 2050, while maintaining outstanding levels of performance, safety, and durability.

To achieve this goal, the Group is relying on:

- Full life cycle analysis for every material used
- Physical traceability of sustainable components in tires
- Large-scale industrialization of innovative technologies
- Collaborative research with industrial partners and innovative start-ups

In this model, motorsport — particularly the 24 Hours of Le Mans — remains an accelerator of innovation. By testing new solutions under extreme conditions, it allows for rapid validation and transfer to production tires, benefiting the entire market and everyday mobility.

Conclusion
With the MICHELIN Pilot Sport Endurance 2026 range, the Group reaffirms its status as a technological leader while fully embracing its environmental responsibility. Through a rigorous, transparent, and systemic approach, Michelin proves that performance and sustainability are no longer opposing goals, but complementary levers of meaningful progress.

As the 93rd edition of the 24 Hours of Le Mans approaches, Michelin reasserts a bold ambition: driving into the future with tires that last and respect the planet.

ANNEX 1

Michelin Motorsport : a powerful accelerator of innovation from the very beginning

Since the end of the 19th century, Michelin has consistently proven the performance of its tires in racing. However, today, racing has evolved in nature.

A pioneer in sustainable development with the “Michelin Energy” green tire in 1992, the Group now focuses all its innovation and research efforts on environmental challenges. The challenge is immense: to design large-scale “All-sustainable” tires — that is, with no impact on planetary resources, biodiversity, or CO_2 emissions associated with their design and production. All of this, without compromising the performance that has made the Michelin brand successful.

In this context, motorsport remains more than ever a testing ground and accelerator for technological innovation.

Michelin firmly believes that technological progress is one of the keys to addressing environmental challenges. It enables pushing further the principles of circular economy, reducing carbon emissions, and preserving resources and biodiversity.

Because it offers extreme testing conditions through unique and incredibly demanding trials for tires, racing allows Michelin to innovate and experiment at record speed.

Then, to learn and share this knowledge across its teams to bring new solutions to market — for more sustainable and accessible mobility for all.

Le Mans: Michelin's preferred proving ground for innovation

On public roads for much of the course with uneven surfaces, and also subject to sudden changes in temperature and weather conditions, the 24 Hours of Le Mans put tires to a severe test.

Regardless of these conditions, the tires must deliver exceptional performance — from the starting line to the finish — in terms of safety, grip, longevity, and versatility… all in perfect balance!

Michelin Leaderboard Tower, erected in 2013 for the 90th anniversary of the 24 Hours of Le Mans

Michelin at the 24 Hours of Le Mans, innovations that changed the history of mobility:

❖ 1923: The removable tire

On May 27, 1923, Michelin won the very first edition of the 24 Hours of Le Mans by equipping the car designed by engineers Chenard & Walcker, achieving an average speed of 92 km/h on that inaugural course. At the time, Michelin aimed to once again demonstrate the viability of the removable car tire — a solution that offered durability, longevity, comfort, and practicality, and one that would revolutionize the world of mobility.

❖ 1951: The radial tire breaks through in racing

Patented in 1946 and marketed starting in 1949, the Michelin X tire was a revolutionary design. Its radial carcass, reinforced with steel belts, provided durability, safety, fuel efficiency, and comfort. This unique performance combination caught the attention of Lancia for its new B20 GT, and its victory at Le Mans convinced the manufacturer to equip its new cars with the Michelin X tire.

❖ 1967: Slick tires arrive at Le Mans

At Le Mans, Michelin introduced the slick tire, featuring a smooth tread that offered superior grip on dry surfaces. The results were immediate: the Alpine A210 completed a lap in under four minutes for the first time in its category and secured victory in the 1,600 cc class.

This innovation further enhanced the Group's expertise in materials science.

❖ 1978: The radial tire conquers the world

The effectiveness of radial technology was confirmed with the victory of the Alpine A442, equipped with high-performance Michelin radial tires. Around the same time, Michelin was also competing in Formula 1 with several manufacturers, including Ferrari.

Successes on the track proved the superiority of the radial tire, leading to its global adoption as the standard for vehicles worldwide.

❖ 1923-2025: A legacy of continuous innovation for long-lasting performance

From engine advancements (turbocharged, diesel, hybrid...) to the introduction of disc brakes and aerodynamic elements, every technological evolution presented new challenges for Michelin, requiring its tires to adapt to increased power, higher loads, more torque — and always, reduced consumption.

Thanks to close collaboration with manufacturers, Michelin's achievements reflect an extraordinary evolution in performance: over the past 10 years, Michelin has enabled cars in Le Mans' top category to travel up to 750 km at an average speed of 240 km/h on a single set of tires — the equivalent of two Formula 1 Grand Prix races!

ANNEX 2

The Mission H24 Project

Michelin is also involved in the Mission H24 project to promote zero-emissions mobility and contribute to the creation of a potential hydrogen prototype category at the 24 Hours of Le Mans starting in 2028.

The project reflects the Group’s commitment to hydrogen technology through the production of fuel cells via its joint venture, Symbio, aimed at supporting electromobility and large-scale energy transition.

Michelin equips this vehicle with tires containing 71% renewable and recycled materials.

Hydrogen prototype H24EVO