

Paris, July 22, 2024

## **“Toulouse Plages”: Michelin equips the banks of the Garonne with an inflatable shade sail**

- Michelin is returning to Toulouse with its demonstrator inflatable shade sail, bringing shade and cool air to the people of Toulouse in the urban area.
- A 260m<sup>2</sup> mobile shade system that is quick and easy to install.
- Installed for the Toulouse Plages program, from July 20 to August 25, 2024.



From July 20 to August 25, 2024, Toulouse Plages will feature a Michelin inflatable shade sail. The shade sail is part of the city council's *Toulouse + fraîche* plan to make the city cooler. Launched in 2023, the plan aims to adapt the city to climate warming with long-term measures (depaving, planting, making the city less dense) and more intermittent steps such as installing shade sails.

This shade sail consists of an inflatable structure, developed and manufactured by Michelin Inflatable Solutions. Being light and mobile, it is easy to install as and when required. It will be installed on the Prairie des Filtres, on the banks of the Garonne. Measuring 260m<sup>2</sup>, this shade sail is the city's largest. It is equipped with misters and can lower the temperature by 2° to 4° C.

This one-of-a-kind system can be adjusted to provide shade and cool air in areas with little or no shade. It is therefore used alongside, or as an alternative to planting, or for occasional events when there is little to no natural shade.

“The Michelin inflatable shade sail is a solutions for creating cool areas and helping cities adapt during very hot spells. After an encouraging initial trial in September 2023 in Place Abbai, we're proud that the Toulouse city council is using our solution again for Toulouse Plages in summer 2024. This innovation illustrates Michelin's expertise and know-how in inflatable structures,” said Olivier Vuichard, Head of the Michelin Innovation Lab's Sombrero initiative.



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