



PRESS RELEASE

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After a record year in 2024 l'Aventure Michelin has created a new visitor trail for 2025.

- **Starting this February, l'Aventure Michelin is offering a new visitor trail that is accessible to all.**
- **An area focusing on the Group's sustainable commitment and more environmentally-responsible mobility.**
- **L'Aventure Michelin set a new attendance record in 2024, for the 4th consecutive year.**

Just a few days before the start of France's winter break, l'Aventure Michelin is reopening its doors to visitors after a month's closure. The new and improved visitor trail offers an immersion into Michelin's history: from bicycle tires to the Michelin Man and the MICHELIN Guide, which is celebrating its 125 anniversary this year.

For its reopening, l'Aventure Michelin has overhauled its design to offer a smoother visitor trail; easing visitors' movements and making the exploration more immersive. Careful consideration was given to disabled access. A holder of the French Tourism & Disability quality rating since it first opened, l'Aventure Michelin constantly enhances its visitor trail; making the visit suited to all. The trail therefore features magnetic loops, simple to understand leaflets and videos in French Sign Language.

In addition to this more inclusive visitor trail, there is a brand-new area focusing on development and sustainable mobility. There, visitors will discover Michelin's latest and greatest innovations:

- (1) The MILAW lunar wheel prototype: designed for vehicles exploring extreme environments, such as the lunar south pole region, this innovative wheel combines endurance, lightness and efficiency. It is specially adapted to extreme conditions thanks to the absence of air and its deformable structure, optimizing grip on rough terrain. This breakthrough technology reflects Michelin's interest in high performance mobility.
- (2) The WISAMO inflatable wingsail: a veritable revolution to help decarbonize maritime transport, the inflatable wingsail harnesses wind propulsion to reduce ships' fuel consumption. Adaptable to cargo ships



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and sailboats alike, it is part of a sustainable innovation approach, using a renewable source of energy.

The new exhibit perfectly illustrates the Michelin Group's innovative vision, which goes well beyond tires.

After setting an attendance record in 2023, l'Aventure Michelin reached a new milestone in 2024 with 133,000 visitors from more than 115 countries – its best season since the museum opened in 2009. This momentum confirms the growing appeal of the museum, which has showcased the Michelin Group for over 16 years.

Press kit and content available on:

<https://contentcenter.michelin.com:443/portal/shared-board/b2b47f6f-d68c-4210-a4f0-9ef6e7dbd3f7>

About Michelin

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide. Headquartered in Clermont-Ferrand, France, Michelin is present in 175 countries and employs 132,200 people.

(www.michelin.com).

SERVICE DE PRESSE DU GROUPE MICHELIN

+33 (0) 1 45 66 22 22

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www.michelin.com
✕ @MichelinNews

112, avenue Kléber – 75116 Paris