

# MICHELIN, IMSA, AND THE YEAR AHEAD



In a record-setting 2019 season, Michelin delivered 90 of a possible 114 new qualifying or race lap records set with 17 different automotive brands in three IMSA race series. Along with that, Michelin collected more than 190,000 laps and 595,000 miles of tire performance data throughout the season. That information is purposefully integrated into the development of future Michelin tires, both on the track and on the road.

The dynamic and groundbreaking first year on track sets the stage for several key Michelin product launches in 2020, happening across many of its business units. Michelin stresses consistent performance in its products. It is this performance that equates to success on the track as well as a commitment from Michelin when designing its latest consumer tires.

With four major passenger car and light truck tire launches this year that will cover 90 percent of the market in the all-season/all-weather, winter and performance categories, Michelin will bring its latest technology to drivers across North America.

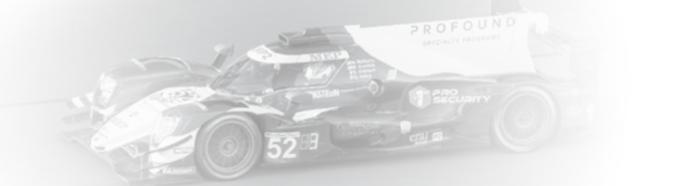
On-track, Michelin is set to keep growing, learning and developing with IMSA across the WeatherTech SportsCar Championship, MICHELIN Pilot Challenge and Prototype Challenge series.

## 2019 SNAPSHOT

Last year's Rolex 24 At Daytona weekend saw Oliver Jarvis, Mazda and Michelin set a new overall qualifying record on the road course, smashing a 26-year-old mark.

In the race, teams and drivers persisted through 10 hours of unrelenting rain.

The data gained all month was invaluable. Because Michelin went from competing in one IMSA class in 2018 to seven in 2019, Michelin was able to complete more IMSA laps (nearly 50,000) and miles (more than 175,000) just at Daytona than it did in the entire 2018 season.



## 2020 ITEMS TO WATCH FOR

Visit the Michelin Village on the Midway, to learn more about the breadth of Michelin's commitment to mobility and feature the MICHELIN® Pilot® family of tires.

Michelin integrates tire experts with race teams and also has experts ready to answer your questions at our Michelin Village.

The Torque Show presented by Michelin is back for a second season. The show streams its broadcasts live from the paddock, located in the yellow garages, so stop by to catch a show and hear the amazing stories the IMSA paddock has to tell!



# MICHELIN