



PRESS RELEASE

MOTORSPORT

Boulogne-Billancourt, France – August 18, 2021

Michelin to show its 'démonstrateur 46' sustainable racing tyre at the 2021 Le Mans 24 Hours

- Michelin's new innovative tyre to feature during build-up to the Le Mans 24 Hours
- The 'démonstrateur 46' is the only motor racing tyre to be able to claim that 46 percent of the materials it contains are sustainable
- Motorsport: a laboratory that contributes to Michelin's All Sustainable vision

Michelin's 'démonstrateur 46' tyre will appear at Le Mans for the first time this year fitted to the fuel-cell-powered Green GT H24 prototype that will perform a parade lap ahead of the race's start.

Revealed earlier this year at June's Movin'On international sustainable mobility summit, it is the first racing tyre to be able to claim that 46 percent of the materials it contains are sustainable.

The 'démonstrateur 46' tyre consequently stands out as an eloquent illustration of Michelin's advance in the field of sustainable and high-tech materials and has seen the company successfully combine a high proportion of sustainable materials with very high performance, a circle often considered impossible to square.

Such a high proportion of sustainable materials has been achieved by increasing the quantity of natural rubber and incorporating carbon black recovered from end-of-life tyres. The other bio-sourced or recycled sustainable materials that go into this new tyre include everyday products like orange and lemon peel, sunflower oil, resin oil and pine resin, along with recycled scrap steel.

The 'démonstrateur 46' tyre is a concrete example of the Group's All Sustainable plan, whereby all Michelin tyres will be made entirely of sustainable materials by 2050, with an interim target of sustainable materials making up 40 percent of their content by 2030.

In addition to using sustainable materials for the production of its tyres, Michelin employs eco-design procedures to minimise their environmental impact at every step of their lifecycle.

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Michelin has always seen motorsport as an arena that fosters innovation. The championships in which the Group is involved (MotoE, Formula E, WEC) serve as valuable laboratories that contribute to the development of cleaner, more sustainable mobility, with no detriment to the safety, performance or longevity of its tyres. From the start to the finish line at Le Mans, and from the first kilometre to the last in everyday life, Michelin strives continuously to provide its partners and customers with the very best tyres.



Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 123,600 employees and operates 71 tire production facilities which together produced around 170 million tires in 2020. (www.michelin.com)



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