

Clermont–Ferrand, 4 September 2018

**Movements at the head of the
Mobility Experience and Motorsport Business Lines**

Pascal Couasnon becomes Director of the Mobility Experience Business Line, replacing Alexandre Taisne, while also maintaining the supervision of the Motorsport Business Line (Competition) which he is currently directing. His appointment will be effective from Wednesday 5 September 2018.

A graduate of the Ecole Supérieure de Physique Chimie Industrielle in Paris and holder of a Master of Science in Arizona in the United States, Pascal Couasnon joined the Michelin group in 1987. Until now Director of the Motorsport activity, Pascal has previously been Vice-President Marketing of Michelin North America, responsible for the technical communication of the Company and also a road test engineer at the Ladoux Technology Center near Clermont–Ferrand.

Matthieu Bonardel, currently Director of the Michelin group's Connected Tires Department, has been appointed Director of the Motorsport Business Line under the supervision of Pascal Couasnon.

Holding a Master's degree from ESCP Europe and a graduate of the Ecole Centrale de Paris, Matthieu Bonardel joined the Michelin group in 1995. Previously responsible for four-wheel competition activities between 2000 and 2010, Matthieu was then Director of research for passenger car and van tires at Michelin North America. He also led the Movin'On program in 2016 before becoming the Director of the Connected Tires Department in 2017.

The name of the successor of **Michael Ellis**, current Director of the selections of the Michelin Guide will be announced soon.

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Michelin, the leading tire 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 the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 171 countries, has more than 114,000 employees and operates 70 production facilities in 17 countries which together produced around 190 million tires in 2017. (www.michelin.com)