

MEDIA INFORMATION

Braselton, October 12, 2018

Michelin announces 2019 naming rights for Road Atlanta

Michelin announced today an agreement with Road Atlanta for exclusive naming rights of the racetrack. Beginning in 2019, the track will be renamed Michelin Raceway Road Atlanta.

This is the first time globally that Michelin has secured naming rights of a racetrack. Equally as significant, this agreement is the first entitlement partnership at Road Atlanta, which is situated about 100 miles from Michelin North America's headquarters in Greenville, S.C.

"Michelin has been racing for more than 125 years as a way to improve tire performance, discover new technologies and bring the highest quality tires to our vehicle manufacturer partners and consumers," said **Scott Clark**, chairman and president of Michelin North America. "This is the first time globally that Michelin will have naming rights with a race circuit. Road Atlanta — as an iconic racetrack with a rich history and a natural link to the Michelin heritage of global endurance racing — provides us with a tremendous opportunity to engage with our partners and consumers."

Currently, Michelin North America serves as the official tire partner at Road Atlanta. The front straight bridge is branded with the iconic Michelin Man, as are many other signs throughout the 750-acre property. Starting in 2019, Michelin's existing presence at Road Atlanta will be substantially increased, as naming rights to the entire road-racing facility will be conferred to the global tire company.

The Michelin Tower

In addition to renaming the facility, the Michelin partnership will serve as the cornerstone for a new control tower. Plans for the building, which will be known as the Michelin Tower, include a 300-person hospitality suite on the main floor, a media center and broadcast booths on the second floor, six hospitality suites on the third floor, and four hospitality suites and race control on the fourth floor. The tower also includes a rooftop viewing deck and a catering kitchen.

Michelin's affiliation with Road Atlanta dates back to the early days of the racetrack, which was completed in 1970. Michelin tires have competed on the historic grounds of Road Atlanta for decades, and Michelin has used its racing success to continuously improve its product line. The racetrack has always served as a testing ground for Michelin tires during competition, and under the new agreement, the Company will have access to conduct driving events for customers and consumers.

"Michelin's legacy at Road Atlanta runs deep, and these moves will, without question, drive that legacy even further," said **Geoff Lee**, president and general manager at Road Atlanta. "Michelin's and Road Atlanta's histories intersect at so many points that it would be impossible to separate them, and this partnership will solidify that bond. To have such a forward-thinking partner in Michelin has afforded even more stability to this top-rated international destination — stability that will be noticeable to fans, teams, clients and more. We are beyond thrilled to become Michelin Raceway Road Atlanta in 2019."

