Paris (France), November 18, 2026

World Motorsport Symposium
Michelin Wins the William Kimberley Green Tech Award for Its New Endurance Tires

- Michelin has won the William Kimberley Green Tech Award at the World Motorsport Symposium, held in London on November 16–17, 2026. This prestigious distinction recognizes technological advances that contribute to the future of motorsport.
- Introduced in competition in 2026, the new Michelin Pilot Sport Endurance range incorporates 50% renewable and recycled materials in its slick tires, compared with 30% for the previous generation.
- Combining innovative materials, advanced digital simulation and racing performance, this breakthrough demonstrates the essential role of motorsport as a technological accelerator for the tires of tomorrow.

Michelin has received the prestigious William Kimberley Green Tech Award, presented during the World Motorsport Symposium at the Royal Automobile Club in London. The award was accepted by Serge Grisin, responsible for sustainability-related matters at Michelin Motorsport, and recognizes the technological and environmental advances achieved by Michelin with its new Michelin Pilot Sport Endurance range, introduced in competition in 2026.

Developed for Hypercar prototypes competing in the FIA World Endurance Championship (FIA WEC) and GTP prototypes racing in the North American IMSA WeatherTech SportsCar Championship, these new slick tires incorporate 50% renewable and recycled materials, compared with 30% for the previous generation. This major step forward was achieved without compromising performance or safety, while also improving warm-up characteristics, consistency, longevity and versatility.

To meet this challenge, Michelin Motorsport's teams combined innovative materials, including natural rubber, vegetable oils, citrus peel derivatives and various recycled components, with particularly advanced development methods. Advanced digital simulation, virtual tire modeling and driver-in-the-loop simulator testing made it possible to optimize performance before validation on the racetrack, notably at the 2026 Rolex 24 at Daytona.

The results achieved throughout the season, particularly at the 24 Hours of Le Mans, confirmed this new generation's ability to combine performance, consistency and longevity under the extreme demands of endurance racing.

The new 2026 Michelin Pilot Sport Endurance range also features the distinctive "Race to Vision" pattern on its tread, identifying Michelin racing tires containing at least 50% renewable and recycled materials. This design is created using Michelin's exclusive Velvet technology, which absorbs light to produce a particularly striking deep-black effect.

Serge Grisin, responsible for sustainability-related matters at Michelin Motorsport:

"We are extremely proud to receive this award, which recognizes several years of research and the dedication of all the Michelin Motorsport teams. With this new generation of tires, we have reached a major milestone by increasing the proportion of renewable and recycled materials to 50%, while meeting the highest performance demands of motorsport. This achievement demonstrates that environmental responsibility and racing performance can go hand in hand without compromise. Our ambition is precisely to use motorsport as an innovation laboratory, accelerating the development of new technologies that will ultimately benefit everyday tires."

This award further validates Michelin's strategy of using motorsport as a powerful driver of innovation. It also fully supports the Group's ambition to develop tires made entirely from renewable and recycled materials by 2050.

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 122,600 people.

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