

PRESS RELEASE



FIM & MICHELIN ARE PARTNERS

The FIM is proud to welcome MICHELIN as one of the main partners of the 92nd edition of the FIM International Six Days of Enduro taking place in Brive-la-Gaillarde from 28 August to 2 September, just a stone's throw from the headquarters of the brand represented by the famous MICHELIN Man known as Bibendum. 800 riders, professional and amateur, from some 30 countries will be competing over the 1500 kms of track in the various races featuring on the programme of this emblematic competition.



MICHELIN is one of the leaders in the world tyre market thanks in part to its many technical innovations. In the off-road segment, the famous Bib Mousse, invented in 1983, was certainly a major benchmark.

The ISDE, the most venerable off-road motorcycling competition in the world, has come a long way since its creation in 1903. However, the essence of this very tough competition, which tests the reliability of motorcycles and the endurance of riders, has remained unchanged over the years.

In 2017, MICHELIN ushered in a major development on the Enduro market with the launch of its new Enduro range. At the FIM ISDE in Brive, MICHELIN will be offering the participants a world exclusive! They will be the

first to have the chance to reserve the new tyres and will benefit from a special offer.

Moreover, all the ISDE riders entered in the Club Team Award category will be able to join in the MICHELIN Challenge, immediately and free of charge, to try and win a special MICHELIN prize and a set of tyres.

[MICHELIN CHALLENGE: DOWNLOAD THE REGISTRATION FORM HERE.](#)

After the signature of the contract, **FIM CEO Steve Aeschliman** said: “We are happy to confirm the signature of the contract with MICHELIN, whose competition record is impressive. The FIM is looking to create synergies with reliable partners in order to be able to offer the participants high-quality products and services. We are confident that an Enduro event of the stature of the FIM ISDE will be the ideal setting for introducing the new MICHELIN Enduro range to the public and the participants alike.”

Michelin 2-wheels Motor Sport Manager Piero Taramasso said of the deal: “MICHELIN is proud to be a partner of the FIM ISDE in Brive where the world’s greatest Enduro experts will be converging. This legendary event is the perfect opportunity for us to announce the launch of a new Enduro range that our engineers have been working on for 4 years using Michelin’s latest technologies and innovations.”

ABOUT

MICHELIN:

MICHELIN sets out to improve its clients’ mobility in a sustainable way. Leader in the tyres sector, Michelin designs, manufactures and distributes tyres tailored to their needs and uses as well as services and solutions to improve the mobility efficiency. Through its offers, MICHELIN also gives its clients the chance to experience special moments when they travel. Moreover, MICHELIN develops high-tech materials for the mobility industry. Based in Clermont-Ferrand, Michelin is present in 170 countries, employs 111 700 people and operates 68 plants in 17 countries which together produced 187 million tyres in 2016 (www.michelin.com).

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ABOUT THE FIM (www.fim-live.com)

The FIM (Federation Internationale de Motocyclisme) founded in 1904, is the governing body for motorcycle sport and the global advocate for motorcycling. The FIM is an independent association formed by 113 National Federations throughout the world. It is recognised as the sole competent authority in motorcycle sport by the International Olympic Committee (IOC).

Among its 50 FIM World Championships the main events are MotoGP, Superbike, Endurance, Motocross, Supercross, Trial, Enduro, Cross-Country Rallies and Speedway. Furthermore, the FIM is also active and involved in the following areas: public affairs, road safety, touring and protection of the environment. The FIM was the first international sports federation to impose an Environmental Code in 1994.

