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Stoke-on-Trent, UK, August 20, 2021

## **MICHELIN APPOINTS CONOR TWOMEY AS COMMUNICATIONS DIRECTOR UK & IRELAND**

Michelin Tyre PLC has appointed Conor Twomey as Communications Director for the UK & Ireland.

The role encompasses press and public relations, social media, events and internal communications across the UK and the Republic of Ireland and covers the entire Michelin brand portfolio, including car, motorcycle, bicycle, truck, bus, agriculture and construction tyres, the world-renowned Michelin Guide as well as Michelin's growing interests in sustainable industries such as hydrogen power and high-tech materials.

Conor brings more than 20 years' experience, both in journalism and in public relations, to his new role at Michelin, having worked for numerous media outlets in Ireland and the US before beginning a new career in public relations in 2010 and relocating to the UK in 2013. Since then he has worked in PR for Jaguar, FIAT, Alfa Romeo and, most recently Mitsubishi, where he also oversaw social media, events, internal communications, partnerships and government affairs.

Commenting on Conor's appointment, Florian Pitzinger, Vice President Communications & Brands Europe North, said: "Conor and Michelin – I am sure this will be an excellent combination. With him, we have a truly skilled industry professional, that will contribute with his experience in mobility communication, but is also eager to go beyond tyre communication. Our goal is to grow out of the tyre PR niche in Great Britain and Ireland and to make a broader public aware of Michelin stories."

Chris Smith, Managing Director UK & Ireland, commented: "As Michelin evolves to meet the changing needs of consumers and make environmental protection a core focus, having an experienced communicator such as Conor on board is really going to help us get those messages to as wide an audience as possible. His interest in all things mechanical means he will instinctively know which of Michelin's many interests to spotlight in as engaging a way as possible."

Conor commented: "It's such an exciting time to be joining Michelin. The brand is very much looking to the future with a strong emphasis on sustainability and growth with, around and beyond tyres. I have a wonderful team of people to work with, there is so much in the pipeline and I get to indulge my interests in



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all things mechanical, from bikes to quarry trucks to hydrogen-powered Le Mans race cars.”

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About Michelin:

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, 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 tyre production facilities which together produced around 170 million tyres in 2020. [www.michelin.com](http://www.michelin.com)