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MICHELIN BIBTRACK HEADLINES BEYOND ROAD BRAND REFRESH

- Agricultural tracks and systems renamed under the MICHELIN brand.
- Solideal secures new place within the Michelin family.
- The move comes after Michelin completed the sale of the Camso brand and its compact-line construction products last year.

[Michelin](#) has introduced a new brand portfolio within its Beyond Road division after the divestment of the Camso business.

From September 2026, tracks, which had formerly been sold under the Camso brand, will be rebranded as MICHELIN BIBTRACK.

The new name celebrates Michelin's agricultural heritage, with the term BIB representing a history of innovation that began in the 1980s, developing through iconic tyre ranges such as AGRIBIB, AXIOBIB, MULTIBIB, YELDBIB and EVOBIB.

Agricultural tracks and systems play a central role in Michelin's off-road strategy. They enable the business to provide customers with traction, load distribution and durability solutions in line with the priorities of today and tomorrow's farming sector: productivity, soil compaction and sustained performance.

The conversion track systems (CTS) and trailed track systems (TTS), which are also popular in the agricultural sector, adopt the Michelin brand without a change of name.



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This rebranding – which comes without changes to products, performance or manufacturing processes – is intended to simplify the customer experience.

As well as retaining its agricultural tracks and systems, Michelin has kept its material handling (tyres, services, industrial wheels) and Powersports activities.

Solideal by MICHELIN

Within material handling, Michelin is redefining its brand portfolio to deliver greater consistency to its customers and partners.

Industrial wheels and tyres that were previously sold under the Solideal by Camso brand are moving to Solideal by MICHELIN. [Solideal On-Site Service](#), which specialises in tyre maintenance, becomes Solideal On-Site Service by MICHELIN.

The changes will not affect tyre performance, manufacturing processes, or service delivery, ensuring business continuity and a seamless transition for customers and the broader ecosystem.

Camso divestment

Announced in December 2024 and formalised in September 2025, the Camso brand – along with compact-line construction bias tyres and construction tracks – has been sold by Michelin to CEAT.

The move starts a new chapter for Michelin's off-road activities. It underlines its ambition to become a reference player in off-road mobility, offering complete, innovative and sustainable solutions, driven by strong and complementary brands that are rooted in a deep knowledge of composite polymer materials.



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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 tyres 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.

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