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MICHELIN AT THE 2021 IAA: TURNING PLASTIC WASTE INTO PREMIUM TYRES

- **Michelin's presence at the 2021 IAA has been created around its sustainability plans which, from 2024, will include processing recycled plastic into its tyres**
- **Using high-tech recycling processes, up to 143 yogurt cups and around 12.5 PET bottles* can be used in each tyre**
- **Michelin employees are working with the people of Munich during the IAA to collect enough material for the first 100 tyres**
- **Also at the show, the airless MICHELIN Uptis tyre will be fitted to an electric vehicle for demonstration runs**

Michelin is creating an innovative and interactive presence at the 2021 IAA Mobility Event in Munich. To highlight its plans to make its tyres as sustainable as possible, six Michelin teams will be roaming through downtown Munich during the event, encouraging people to recycle plastic waste.

The teams, made up of German Michelin employees from across the business, will join the world-famous Michelin Man in raising awareness that today's discarded container will become a valuable resource for tomorrow's tyres.

As early as 2024, the first MICHELIN tyres containing recycled yogurt cups and PET bottles will hit the road, with the potential for around four billion PET bottles to be recycled every year as raw material for tyres. The teams at the IAA are aiming to collect enough plastic for the first 100 tyres during the event.

"In one tyre, we can process up to 143 yogurt cups and around 12.5 PET bottles* with the high-tech recycling processes. We want to address



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society's plastic problem and offer solutions," says Anish K. Taneja, CEO Michelin Europe North.

Visitors to the Michelin booth on Munich's Königsplatz can also find out about the rest of the recycling journey. The "Michelin REGEN'Lab" explains the recycling processes and demonstrates how raw materials for new tyres are obtained from wood, PET plastic or packaging waste.

By 2030 Michelin is aiming to manufacture its premium tyres using 40 percent sustainable materials, such as natural rubber or sunflower oil, and to produce its tyres using entirely sustainable raw materials by 2050.

Michelin will also be exhibiting its vision of the future of recycled tyres in Munich: the MICHELIN Vision Concept. This is made of 100 percent recyclable sustainable material, 3D-printed and puncture resistant, while there will also be an electric vehicle running on prototype MICHELIN Uptis tyres – the vision made real and due to go into production in 2024.

- Ends -

Notes to Editors :

Any media attending the 2021 IAA who wish to visit the booth, interview senior Michelin executives, speak to experts and/or experience the prototype Uptis tyre can contact Conor Twomey at conor.twomey@michelin.com or 07552 831 411

*Michelin estimation

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