

# MICHELIN ANNOUNCED AS OFFICIAL TYRE SUPPLIER TO TCR AUSTRALIA

## TCR Australia confirms MICHELIN as tyre supplier, race formats for 2019

**SYDNEY 19/11/2018:** MICHELIN has been chosen as the inaugural control tyre supplier for the new TCR Australia category from 2019.

TCR Australia confirmed a multi-year tyre supply deal, as well as a number of key race regulations ahead its highly-anticipated maiden championship next year.

Michelin is no stranger to TCR Series worldwide, acting as the official tyre supplier for the two opening seasons of TCR International in 2015/2016. Along with the TCR Australia championship, the global performance giant is also the tyre of choice for TCR Asia, China, Scandinavia, Thailand and the Spanish Endurance Championships exclusively.

At the media launch, TCR Australia also confirmed the intentions for its race regulations that will be the focus of teams during its inaugural seven round championship. All TCR Australia rounds will be held under sprint race formats, with three races per weekend making up the preliminary regulations.

TCR Australia will be run alongside the Shannons Nationals, taking in all seven rounds of the official CAMS-backed championship. All four TCR Series cars that have arrived in Australia – Audi, Honda, VW and Hyundai – are testing at Sydney Motorsport Park today, with potential competitors and media getting immersed in TCR.

On the announcement of the Michelin partnership, Australian Racing Group, Director, Matt Braid said, “We are very pleased to announce a prestigious and world-renowned brand such as Michelin to be our official tyre supplier to TCR Australia from next year,” said Matt Braid.

“There was significant interest in the control tyre supply agreement for the category, and we feel very privileged to have Michelin as our inaugural tyre partner.

“The decision to select Michelin as the tyre supplier was based on their experience in Asian and European TCR competition, their comprehensive level of support they are able to provide on and off track, and their intention to use TCR Australia series in their consumer marketing activities.”

Patrick Dias, Michelin Motorsports Director for Asia-Pacific, said: “We are very excited about partnering with the TCR Australia category and vehicle manufacturers that serve it. We use motorsport as a laboratory for our tyre development. The data collected during races allows engineers to work on new technologies which are carried over to our road tyres.”

“Michelin’s interest in the TCR championship is based on two chief considerations. First of all, TCR’s international status provides Michelin with visibility not only in the world’s mature markets, such as Europe, but also in the fast-emerging markets of South America and southern Asia.”

“Secondly, the philosophy behind the TCR series enables cars derived from production models to compete, and the idea of racing with cars that are similar to their road-going counterparts – fits perfectly with the Michelin group’s vision.”

Michelin will continue its mission to develop the latest technologies from the learnings of various challenges experienced in every competition. The data collected will allow us to offer new and improved tyres that meet customers’ discerning requirements to navigate all types of terrain, climate and condition for both race environments and everyday usage by motorists all over the world.

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About Michelin

Michelin, the leading tyre 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 the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 184 million tyres in 2015. ([www.michelin.com](http://www.michelin.com))

About Michelin Motorsport

MICHELIN is the only tyre manufacturer to enjoy such an enviable record of success in the major championships sanctioned by the FIA (Fédération Internationale Automobile) and FIM (Fédération Internationale de Motocyclisme)

- World Rally Championship (WRC): 52 world titles & more than 300 wins
- FIA World Endurance Championship (WEC): Six world titles since 2012
- Formula 1: 102 race wins & 9 World titles
- MotoGP: 390 race wins & 28 World Championship titles
- Dakar Rally: 53 wins (34 on two wheels, 19 in car)
- WSBK Superbike World Championship: 12 World titles
- Le Mans 24 Hours: 26 Le Mans overall victories
- FIM Endurance World Championship (EWC): 15 world titles
- Trials World Championship: 52 World titles since 1981
- Enduro world championship: 40 World titles since 2000
- Motorcross: 7 world titles since 2002

