MICHELIN IS ALSO WRITING THE FUTURE OF ELECTRIC MOBILITY

Is electric mobility a response to the challenges of climate change? Michelin is convinced that it is an essential driver of the energy transition. With its capacity for innovation, its expertise in the field of hydrogen fuel cells, and its ability to bring people together, Michelin is a major player in the development of electromobility.

November 9 2021

When it presented its new "Everything Sustainable" 2030 strategic plan ("Michelin in Motion") in April, Michelin referred to the electric vehicle market as a "genuine opportunity for growth and an accelerator of the energy transition." This is a sector in which the Group can leverage all of its expertise and innovation potential, not only in tires, but also beyond tires, and especially in hydrogen.

When we look at the performance characteristics required to make a "great EV" tire, we see that there is a real opportunity for Michelin to demonstrate and leverage its technological leadership in this rapidly growing and critically important market segment.

— Scott Clark, Executive Vice President, Automotive, Watersport, Experiences and Americas Regions and Member of the Group Executive Committee.

MICHELIN’S TECHNOLOGICAL LEADERSHIP ACCELERATES THE DEVELOPMENT OF ELECTRIC MOBILITY SOLUTIONS

Rolling resistance, rolling noise, wear resistance and energy consumption are all performance criteria that need to be integrated into the development of solutions for electric vehicles, and all require a high level of research and innovation. Michelin recently rose to this challenge with its brand new MICHELIN NOTUS EV Z tire, the first Michelin range specifically designed for electric buses.
In addition to the real growth potential in the electric vehicle market—whether for passenger cars, public transportation or heavy-duty and other electric mobility options—Michelin sees another major benefit of electrification: how it can accelerate the energy transition. This is why, in line with its sustainable ambitions, the Group is looking to racing to accelerate innovations that promote electromobility. In 2013, Michelin joined Formula E, the championship for electric single-seaters, and in 2017, it joined MotoE™, the first 100% electric motorcycle competition. And more recently, in June 2020, Michelin became a reference partner in the Mission-H2A project, which aims to accelerate “zero-emissions” mobility by developing the use of hydrogen in endurance racing.

**Racing Today for Tomorrow’s Sustainable Mobility**

**MICHELIN LEADS THE WAY IN USING HYDROGEN FOR SUSTAINABLE ELECTRIC MOBILITY**

Michelin is convinced that hydrogen mobility will be one of the key components of clean mobility, complementing electric battery technology and will play a key role in the large-scale expansion of electric vehicles, and therefore “zero-emissions” mobility. It will also accelerate the energy transition by being one of the most flexible storage mediums for renewable energies: powered by this conviction and its unrivalled expertise in materials – and in particular its 15 years of expertise in fuel cells – Michelin has fully embarked. One of these is to become a world leader in hydrogen systems through Symbio, a joint venture between Michelin and Kawasaki. Kawasaki has just started construction of Europe’s largest fuel cell production plant and is already involved in two projects to develop hydrogen-powered commercial vehicles and buses.

**HYDROGEN / MICHELIN STORY**
In addition to innovating, Michelin is actively supporting, reinforcing and facilitating the energy transition.

As promising as electric mobility may be, it must nevertheless be supported by an environment that facilitates its deployment. This is why the Group is committed to working with the major industrial and institutional players in the hydrogen sector and is involved in Hydrogen Europe, the hydrogen industry association, and the European Clean Hydrogen Alliance, whose aim is to build a European exception around green hydrogen and encourage the emergence of large-scale deployment projects.

To help customers make the transition to electric vehicles, Michelin has also developed a number of solutions such as MoveElectric and Watea by Michelin.

MoveElectric and Watea by Michelin: two solutions to help fleets transition to electric vehicles

MoveElectric, a subsidiary of the Michelin Group, MoveElectric is a<br>move-by-move decision support solution for the transition to electric vehicles; it uses<br>ways to guide fleet managers through the process, up to and including optimising<br>energy costs and driver performance.

Watea by Michelin is a customized electric mobility solution for commercial vehicle fleets. It provides electric vehicles, access to a recharging infrastructure and digital services to<br>incur business continuity. Its subscription model and all-inclusive fixed monthly fee<br>mean that costs are kept under control.

A new step in Michelin’s climate strategy

2021 Champions