

QUESTIONS AND ANSWERS

MICHELIN: OFFICIAL TIRE TECHNOLOGY PARTNER OF GRAN TURISMO

1. What is *Gran Turismo*?

Gran Turismo is the multi-award-winning franchise and authentic driving simulator created by Polyphony Digital Inc., directed by Kazunori Yamauchi and produced by Sony Interactive Entertainment for PlayStation®.

With a reputation for visual realism and the depth of driving sensations, it is one of the most popular series of video games of its kind, with more than 80 million units sold worldwide.

2. What does the agreement mean for Michelin?

As the “Official Tire Supplier of the FIA Certified Gran Turismo Championships,” Michelin becomes the first tire manufacturer to partner with a game developer and eSport series, with the goal of transferring real-world technology to the virtual-world driving experience. Michelin-branded tires will be featured in the game during Gran Turismo World Tour events.

Through this relationship as the “tire technology partner,” Michelin envisions an opportunity to enhance the virtual driving experience for the gamer and to introduce a new generation of drivers to the critical role that Michelin tires play in optimizing vehicle performance.

The relationship begins by increasing Michelin’s visibility through downloadable content on *Gran Turismo Sport* available to users later in 2019. The Michelin-themed download will feature for the first time:

- A new Michelin section on the *Gran Turismo Sport* “Brand Central” virtual museum, which introduces players to Michelin’s deep history in global motorsports, performance and innovation.
- Tire technology by Michelin available in the “Tuning” section of *Gran Turismo Sport*, applicable to the game’s established hard, medium and soft formats.
- On-track branding elements and scenography from many of the world’s most celebrated motorsports competitions and venues.

3. How will Michelin be represented in the downloadable content (DLC)?

Later this year, PlayStation will release a DLC game update available to all users which will include the Michelin-themed content consisting of Michelin branding within the game and content that allows user to explore the Michelin heritage.

The downloadable content will be a game update to the current *Gran Turismo SPORT* title, which was released in October 2017. These updates provide users with additional content and functionality within the game. The update available by October 2019 will feature the Michelin-themed content (described above in detail) and, most importantly, tire technology by Michelin available to users in the Tuning section for modifying their vehicle set-up.

4. What’s the goal of the “technology transfer” elements of this partnership?

Through racing series such as FIA World Endurance Championship, the International Motor Sports Association series in the U.S., and others, Michelin uses motorsports as a laboratory

to collect vast amounts of real-world data that power its industry-leading models and simulators for tire development.

Michelin's co-development exchange with PlayStation will help more people understand the critical role that Michelin tires play in vehicle performance. Tire technologies proven in the simulator, then on the track, eventually transfer to road-going performance vehicles like many of those on-screen in *Gran Turismo*.

5. What does the digital partnership with PlayStation consist of?

We live in an increasingly digital world, and Michelin leads the tire industry in digital capabilities. Through our collaboration during the next three years, we can help players have the best driving experience with new levels of strategy in the race based on gains from tire performance.

6. Beyond Michelin's upcoming enhancements to *Gran Turismo Sport* and FIA Certified Gran Turismo Championships, how will this partnership develop in the future?

Michelin leads our industry in tire simulation. With simulators, Michelin can develop and tune a virtual tire for optimal performance on a virtual vehicle before we ever produce the real tire. Sharing this knowledge through open co-development with PlayStation over the next three years in the first exchange of its kind will provide *Gran Turismo* players a new dimension of strategy and competition linked to tire selection and performance, as well as helping more people understand the critical role that Michelin tires play in vehicle performance.

Michelin sees this engagement as a great digital adventure, extending our presence in the digital world, as no partners have ever pushed the limits in this way before to improve the virtual experience of the game.

7. Why are other tire brands visible in the game?

With new "downloadable content," available by October 2019, Michelin is the only tire brand that is integrated fully in the strategy of the game. Other brands of tires are also visible; however, the Michelin brand will be the most visible brand thanks to the circuits, paddocks and the museum.

8. Has Michelin ventured into the gaming category before?

This official technical partnership will be the first of its kind with a tire manufacturer in an e-sport package. Michelin has been involved in brand licensing agreements in gaming previously, however this partnership with PlayStation and *Gran Turismo* introduces a new dimension of technical collaboration (as previously described).

9. Why was *Gran Turismo* your target?

Michelin and PlayStation share a passion for performance driving. That enthusiasm can exist on the physical track or the circuits expertly recreated in a digital environment. The focus on strategic technical improvements to tweak driving performance is what drives gamers and Michelin technical experts every day.

This is a significant opportunity for Michelin to present the importance of tires and vehicle performance to a massive global audience of *Gran Turismo* players who represent a new generation of drivers.

10. Why is this target market important to Michelin?

As the digital leader in the tire industry, this is a digital extension that just makes sense. If the population of gamers worldwide were considered as a single country, they would comprise the largest population at 2.3 billion people. And the diversity of that population is astounding, breaking down many of the barriers that traditionally divide people and hamper mobility.

The core of our business at Michelin is mobility — we care about giving people everywhere a better way forward — which transcends culture, geography and profession. People engage with mobility differently and for a wide range of experiences, including e-gaming.

11. The images linked to the speeds attained during the race in the game are not in line with Michelin's road safety and environmental messages. Why is this?

The characteristic of virtual games is to offer different feelings from reality. Safety and environment are an integral part of the DNA of Michelin and we will continue to carry these values.