

THE MICHELIN R&D CENTER AT LADOUX

**3,450 PEOPLE
AND 350 TRADES**

**70,000 M²: THE GROUP
INVESTED NEARLY
EUR 300 MILLION**

**21 TEST TRACKS
AND 78 BUILDINGS SPREAD
OVER 450 HECTARES**

**INNOVATION STREET, WHICH EXTENDS
OVER 300 METERS**



MEDIA DAY

[November 25, 2021]



R&D IS ONE OF THE GROUP'S ACTIVE STRATEGIES

6,000 PEOPLE
THROUGHOUT THE WORLD

ANNUAL BUDGET OF
EUR 1 BILLION

10,000 ACTIVE PATENTS
(OF WHICH **205** FILED IN 2020)



MEDIA DAY

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