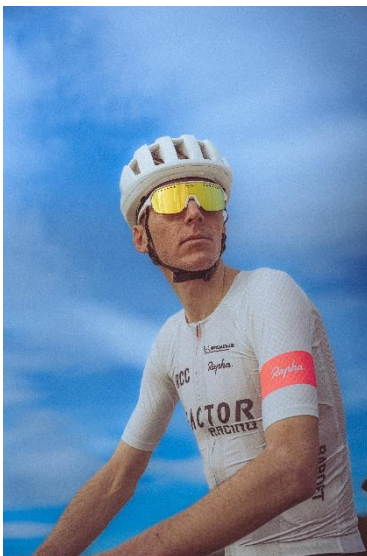


Paris, February 4th, 2026

Michelin Partners with Romain Bardet to Accelerate its Gravel Ambitions

- **This collaboration is driven by a natural encounter between two leading French and Auvergnat's icons.**
- **Romain Bardet will be Michelin Gravel's strategic ambassador**
- **The comprehensive partnership is dedicated to driving innovation in the Gravel segment.**



An emblematic figure of French cycling and an internationally renowned athlete, Romain Bardet joins forces with Michelin. The partnership makes perfect sense, both geographically and culturally: Romain Bardet grew up and still lives in Auvergne, just like the Michelin Group, which is deeply rooted in the region. This collaboration embodies a shared vision of French excellence, driven by innovation and sustainable performance on the global cycling stage.

A comprehensive partnership dedicated to driving innovation in the Gravel segment

Romain Bardet will take on the role of lead ambassador for the Gravel segment. Starting in 2026, he will focus his competitive program almost exclusively on this discipline, relying on existing products from the Michelin range, including MICHELIN Power Gravel. From 2027 onward, he will be fully involved in the co-development of future Gravel product ranges. Throughout the competitions, his real-world feedback will directly inform the technical teams, making it possible for product developments to be fine-tuned based on experiences across diverse routes, terrains, and racing conditions.



The comprehensive partnership is dedicated to driving innovation in the Gravel segment



competitive terrain from the outset.

Starting in 2026, Romain Bardet will focus his competitive program exclusively on international Gravel competitions, with the clear objective of contending for podium finishes, particularly at the World Championships held around the globe ([Calendar - UCI Gravel World Series](#)). He recently claimed a commanding victory at an international Gravel event in Australia, demonstrating his potential on this

Photos and/or attachments available on:

<https://media.factorbikes.com/assets/238939/>

<https://contentcenter.michelin.com/dam/wedia/shared-board/44f2e274-b9d5-4927-94c1-1f6f28a9991e>

About Michelin :

Michelin is building a world-leading manufacturer of life-changing composites and experiences. Pioneering engineered materials for more than 130 years, Michelin is uniquely positioned to make decisive contributions to human progress and to a more sustainable world. Drawing on its deep know-how in polymer composites, Michelin is constantly innovating to manufacture high-quality tires and components for critical applications in demanding fields as varied as mobility, construction, aeronautics, low-carbon energies, and healthcare. The care placed in its products and deep customer knowledge inspire Michelin to offer the finest experiences. This spans from providing data- and AI-based connected solutions for professional fleets to recommending outstanding restaurants and hotels curated by the MICHELIN Guide. Headquartered in Clermont-Ferrand, France, Michelin is present in 175 countries and employs 129,800 people. (www.michelin.com).

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