

**“LE QUARTIER
DES PISTES”
EMERGES**

INSPIRED BY ITS LANDMARK
“SLIDES”



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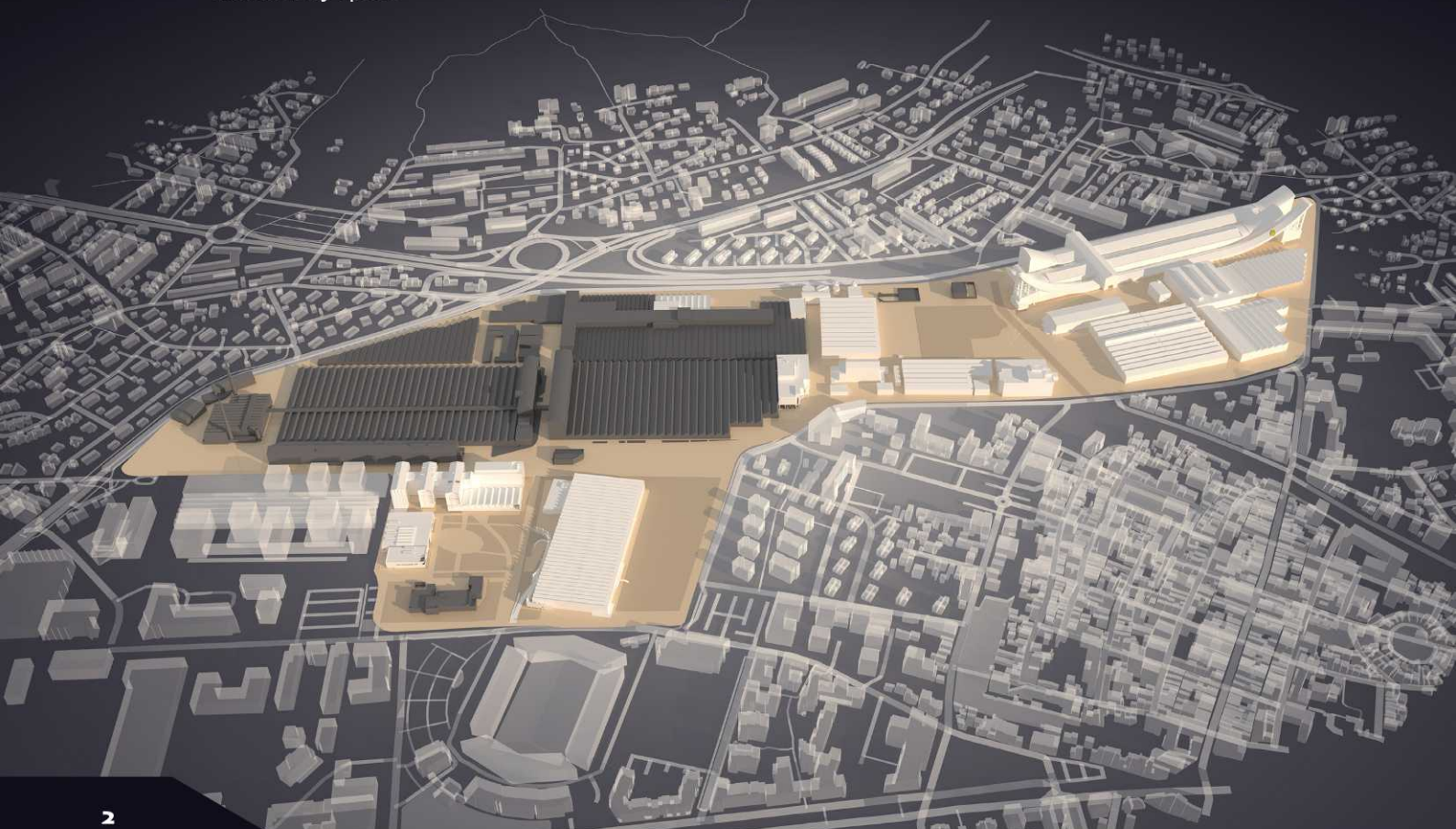
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Michelin is continuing the major transformation of its historic Cataroux site in the heart of Clermont-Ferrand with an ambitious and unprecedented project: “**le Quartier des Pistes**”, the fourth component of the **Michelin Innovation Park – Cataroux**.

The former Michelin test tracks – which are huge concrete and steel structures – will be revitalized as the focal point of this new neighborhood, which will proudly carry their name: the “**Quartier des Pistes**”.

It is set to become an open, creative and cohesive place dedicated to social innovation. This **€130 million project**, scheduled for completion in 2029/2030, reflects a long-term vision of sustainable and inclusive redevelopment, carried out in close collaboration with local stakeholders.

Spread across 10 hectares, “**Le Quartier des Pistes**” will be structured around three major areas:

- + **A green park** spanning over 3 hectares, planted with 300 trees, featuring shared gardens and an urban farm, creating a cool oasis in the heart of the city.
- + “**Les Pistes à Ciel ouvert**”, transforming the former Michelin test tracks into a unique experiential venue.
- + **A 4-hectare activity hub** dedicated to tourism, culture and hospitality.

This new district will complete the three existing hubs of **Michelin Innovation Park – Cataroux**, namely:

- + “**Le Pôle Compétences**”, with Hall 32 and “**La Manufacture des talents**”;
- + “**Le Centre des Matériaux Durables**” ;
- + “**Le Pôle d’Innovation Collaborative**” (PIC), set to open in early 2026.

Together, these initiatives are expected to generate **1,000 new jobs by 2030**.

With **€300 million in investment** and **more than 50 public and private partners**, Michelin Innovation Park – Cataroux embodies a major collective effort to address today’s economic, social and environmental challenges.

Designed as a model that can be replicated internationally, it aims to position **Clermont-Ferrand as a global reference in sustainable innovation**.

More than **400,000 visitors** are expected each year at “**Le Quartier des Pistes**”, making it a major destination and a powerful driver of regional pride and visibility.

“ *For more than a century, millions of people have passed this site, which is so distinctive that it has become iconic. Today, we are transforming Cataroux – a place that is so familiar, yet somehow secret – into a space fully open to the city, creating jobs and new experiences. Alongside all our public and private partners, we are building a new neighborhood, a place where people can innovate, learn, relax and have fun, as well as enjoying an exceptional environment. Michelin Innovation Park – Cataroux is without question a key asset for the appeal and resilience of our region.* ”

Patrice Kefalas, Director of Michelin Innovation Park – Cataroux.

1 - "LES PISTES À CIEL OUVERT"

The "slides" are set to be opened up to become "Les Pistes à Ciel Ouvert".

The fourth chapter of the Michelin Innovation Park – Cataroux, "le Quartier des Pistes", is taking shape with the renovation and opening of the iconic test tracks on Michelin's historic Cataroux site in the heart of Clermont-Ferrand.

To locals, these huge structures are nicknamed the "slides". Others call them the "back-and-forths", while heritage architects refer to them as the "totems." A true industrial masterpiece, this monumental complex is 400 meters long, up to 30 meters high and 60 meters wide, covering 2.5 hectares – a larger footprint than the central Place de Jaude in Clermont-Ferrand.

The project to rehabilitate the "slides" seeks to showcase the site's architectural beauty and historical significance. The roofs of the central and south tracks will be opened, allowing natural light to flood the structures. Comprehensive renovation will create open walkways, inviting the public to explore the history of the tests once carried out here and reconnect with the spirit of ingenuity that defined the place.

"Les Pistes à Ciel Ouvert" space will also feature an inclusive, immersive experience where visitors can discover the site's industrial history through guided tours, workshops and interactive experiences.

The goal is to transform these heritage monuments into a vibrant place where memory and innovation collaborate to offer a unique journey into Clermont-Ferrand's history.

"Opening up the Tracks will allow everyone to reconnect with this industrial past and make it part of our shared heritage."

Jean-Paul Chiochetti, Director of "Le Quartier des Pistes" and Chairman of SAS Cité du Mouvement

An architectural project that bridges industrial heritage and new forms of use

The project will unfold in two phases, gradually revealing the building housing the tracks:

- + Removing the additional elements added over time to restore the purity of the original volume.
- + Restoring the structures and removing the roofs of the central and south tracks.



Built between 1926 and 1930, the Michelin test tracks are currently covered. These facilities once tested tire endurance using weighted carts running continuously up and down the ramps of three impressive buildings, which earned them the name "back-and-forths". They are a remarkable piece of world industrial heritage.

Closed in 2000 after all testing moved to the Research and Development site in Ladoux, these tracks are now set to become the focal point of "Le Quartier des Pistes", a space open to everyone where industrial memory meets new urban life.

Creating a unique visitor experience

In 2030, the tracks will open to the public, creating a space where history and creativity coexist, inviting people to learn, be inspired and meet each other.

Guests will trace the path of the test operations of yesteryear, following a low-level path before venturing onto the suspended walkway of the overhead crane, flooded with natural light.

Each stage of the journey will be an immersive experience, extending the visit to the "L'Aventure Michelin" Museum. Walking through the historic spaces will allow visitors to retrace the exact path of the test carts, which moved through the weighing area, before being lifted by hoists and propelled along the rails in a virtually perpetual back-and-forth movement.

The route then leads to the long North Gallery, a covered experiential walkway which led to the outside. At the foot of the East Tracks, suspended wooden platforms will extend above the lake, inviting visitors to slow down and admire the huge structures in a dance of shadow and light, integrating the former industrial heritage into a living environment.

At the heart of the tracks, partial removal of the roofs will allow natural light to flood the original concrete structures. The expansive central courtyard, a flexible and open space, will become a living hub, pulsing with exhibitions, creative projects and events.

2 - "LE QUARTIER DES PISTES":

AN INNOVATIVE MODEL OF URBAN TRANSFORMATION THAT BENEFITS THE LOCAL REGION

Once hidden behind high walls, "Le Quartier des Pistes" was long one of the most mysterious districts of Clermont-Ferrand. It is set to become a unique space for sharing experiences and learning about the past, fully open to the city. Representing an investment of €130 million, it is set to open in 2029 and expected to create 200 jobs over time.

This ambitious 10-hectare project is structured around three key complementary areas

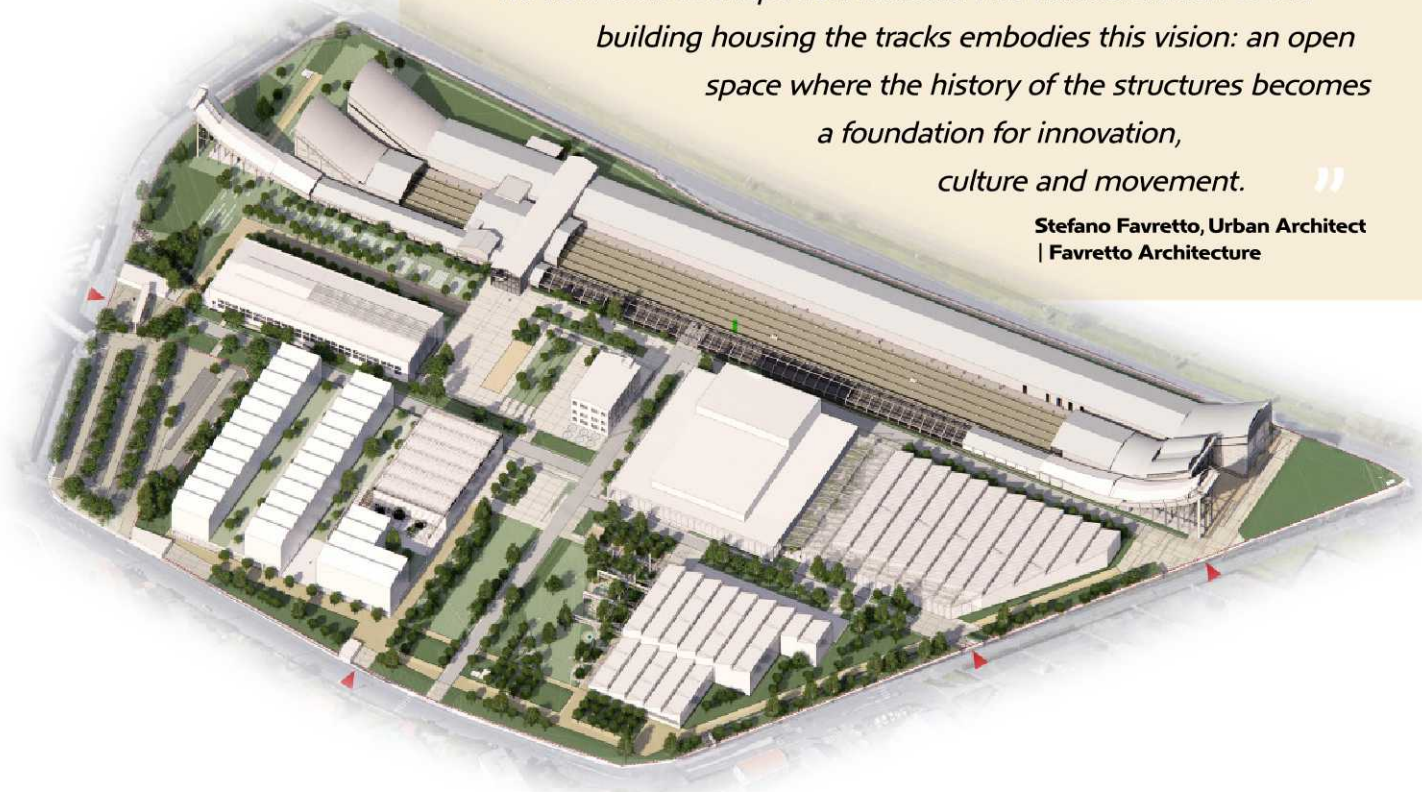
"LES PISTES À CIEL OUVERT": 2.5 hectares of tracks will be rehabilitated, preserved and enhanced to ensure they remain a strong symbol of the city and become a venue for unique experiences. They will be open to the public from 2030 onwards.

GREEN SPACES, with over 3 hectares dedicated to biodiversity, include the planting of 300 trees and the creation of an urban farm focused on ecological diversity. "Le Quartier des Pistes" will serve as a cool oasis, with temperatures lowered by over 5°C in some areas. The district will also be self-sufficient in irrigation water thanks to a rainwater recovery system.

A HUB OF ACTIVITIES spanning 4 hectares, designed to welcome the public, tourists and businesses with innovative experiences, cultural and tourist venues, and accommodation.

"Les Pistes" is born from the desire to transform a production site into a place of life. Where industry once shaped materials, we now seek to shape connections. The transformation of the building housing the tracks embodies this vision: an open space where the history of the structures becomes a foundation for innovation, culture and movement.

Stefano Favretto, Urban Architect
| Favretto Architecture



A hub of activities

Each activity within "Le Quartier des Pistes" will stand out for its creativity, inviting locals and visitors to enjoy original and enriching experiences that complement the existing offerings across the metropolitan area.

La Cité du Mouvement

A project dedicated to health and well-being

Conceived and led by ASM Omnisports, "la Cité du Mouvement" is a pioneering project in both France and Europe, aiming to promote physical activity, nutrition and sleep as essential pillars of a healthy life.

In response to sedentary lifestyles, currently the fourth leading cause of premature death worldwide, this innovative space offers a playful, inclusive and educational approach to getting our bodies moving again.

Designed as a living and accessible venue, "la Cité du Mouvement" welcomes everyone: children, teens, families, people with disabilities,

seniors, employees and tourists. Each visitor will find experiences tailored to their needs in a supportive and welcoming setting.

The fully renovated building features immersive zones, interactive exhibitions, rest areas and virtual reality installations that make movement a natural part of everyday life.

Driven by a powerful collective energy uniting doctors, researchers, athletes and entrepreneurs, "la Cité du Mouvement" embodies a new way of thinking about public health. It puts the body, enjoyment and knowledge at the heart of the



experience. It aims to become a catalyst for new initiatives, as well as a model that can be replicated in other regions.

Halle 4 and the Very Food Trip

A welcoming multi-activity community space and a unique dining concept inspired by world cuisines and travel



Incorporating two different projects, Groundpistes reflects the ambition to create an iconic space that brings people together and creates synergies for the Clermont-Ferrand area. The goal is to rethink how free time is used, by creating warm and inspiring spaces that, most importantly, are open to everyone.

The two complementary projects are:

+ **Halle F4**, designed as a multidisciplinary venue to host a wide range of activities including

artist workshops, cultural events, markets, exhibitions, social spaces, dining and community initiatives. Free and open to everyone, it aims to encourage connection between residents, professionals, institutions and local stakeholders. This 3,000 m² community space is part of a respectful rehabilitation approach that preserves the building's heritage, including its celebrated roller machine.

+ **Building G12**, filled with natural light and offering exceptional views of the surrounding volcanic mountains, will host "**A Very Food Trip**", a unique dining concept inspired by world cuisines and travel. International bistro, cooking workshops, a culinary school and event venues will invite visitors to explore flavors and cultures from around the globe.



Beyond these two centers, Groundpistes will play a major role in energizing "le Quartier des Pistes" district, involving all project leaders in an effort to breathe new life into a space that has been closed for more than 30 years. Events will be organized throughout the district, including a "Grande Braderie" street sale, shared neighborhood meals, a carnival and sporting events. These initiatives aim to revive the district's appeal and transform it into a true hub of daily life – a welcoming vibrant and unifying destination for residents and visitors alike.

2 - "LE QUARTIER DES PISTES":
AN INNOVATIVE MODEL OF URBAN TRANSFORMATION THAT BENEFITS THE LOCAL REGION

O26

A flexible performance hall and event space

O26 represents a new generation of hybrid, dynamic and adaptable venues designed to meet the evolving needs of the public and businesses. Its innovation lies in its ability to generate cultural, economic and social value.

O26 will offer two complementary facilities:

+ **A flexible performance hall** equipped with the latest acoustic and stage technologies, able to

welcome 1,600 people seated and up to 2,200 in a mixed seated-standing configuration. Each year it will host around one hundred events including concerts, comedy shows, theater, dance, circus, classical music, jazz, film-concerts, festivals for young audiences and corporate Christmas events for children. In summer, the venue will be dedicated to immersive experiences that further enrich the park's tourism offering.

+ **A high end, flexible event space** equipped with the latest technology, able to host up to 1,600 people for premium corporate events including conferences, seminars, conventions, trade shows, plenary sessions, annual meetings, award ceremonies, exhibitions, product launches and private evenings. Adjacent dining and networking areas will encourage interaction before and after events.



This dual concept combining a performance hall and an event venue will enhance the existing offering by providing an intermediate capacity, for which strong regional demand has been identified. This new facility will strengthen the business tourism offering, significantly boosted by the appeal of the Michelin Innovation Park - Cataroux.

"La Cité Verte" and "la Légumerie d'Auvergne"

An organic urban farming site, a community garden and a workshop for processing local fruit and vegetables

At the heart of "le Quartier des Pistes", two complementary projects are focusing on social inclusion through employment and the ecological transition, namely the "Cité Verte" and the "Légumerie d'Auvergne". Supported by a coalition of partners, these initiatives aim to create local jobs while highlighting the agricultural resources of the Auvergne region. Together, they represent a new way of thinking about re-joining the workforce; one that is inclusive, sustainable and rooted in the local area.



and sustainable food workshops designed to teach urban farming and gardening skills. It will encourage residents to get involved in a collective learning initiative.

Meanwhile, "la Légumerie d'Auvergne" will be a workshop dedicated to processing local fruit and vegetables, mainly for public and private institutional catering. Operated as a collective interest cooperative, it will play a central role in the Grand Clermont food strategy and is expected to process up to 1,500 tons of raw produce per year. Thought as a job-training enterprise, it will help fifteen people rejoin the workforce. This innovative model brings together growers, processors, kitchens and consumers to support low-carbon practices and promote healthy, local food.

The Cité Verte will feature two initiatives:

+ **"La Ferme des Pistes"**: a unique organic urban horticultural farm in the city center. Focused on growing micro-greens, ornamental and vegetable seedlings, seasonal

flowers and organic produce in raised beds, it will also be responsible for maintaining the district's green spaces. Created as a social enterprise, it will help eight people rejoin the workforce.

+ **"Le Jardin Partagé des Pistes"**: four garden areas, with wellness

2 - "LE QUARTIER DES PISTES":
AN INNOVATIVE MODEL OF URBAN TRANSFORMATION THAT BENEFITS THE LOCAL REGION

L'Aventure Michelin

A completely re-imagined setting that celebrates Michelin's heritage, together with a fully redesigned visitor experience.

When the idea for a new "L'Aventure Michelin" first emerged, the location was obvious from the start. More than a century ago, at the foot of the test tracks, Michelin was inventing the future of mobility. Bringing the new "L'Aventure Michelin" to "le Quartier des Pistes" district honors the spirit of innovation that has shaped Michelin, as well as continuing the story.

Since opening in 2009, "L'Aventure Michelin" has attracted an ever-growing and increasingly diverse audience, with more than 1.4 million visitors and attendance rising year on year.

The excitement surrounding "L'Aventure Michelin" brings new challenges, namely welcoming more visitors, enhancing the experience and showcasing an exceptional heritage of which less than 10% is currently accessible.

The new "L'Aventure Michelin" will simply not be moving to a new space. It is a complete reinvention, designed to make the story more immersive,

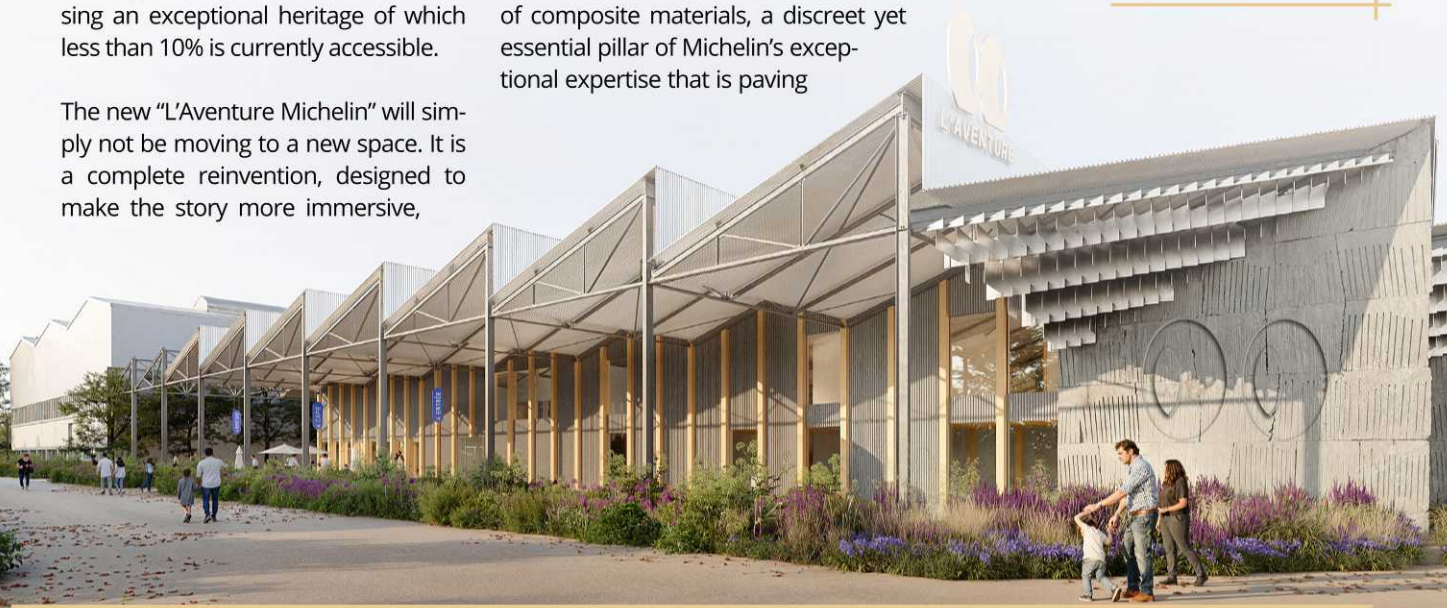
interactive and sensory in a space nearly 50% larger.

With 6,000 m² dedicated to exploration and emotion, the visitor journey will highlight social and community milestones - such as the creation of the sports club called the Association Sportive Montferrandaise (ASM) in 1925 - and the rise of a culture of mobility accompanied by one of the most iconic figures in industrial history, the Michelin Man. The exhibition will shine a light on major technological breakthroughs, including the invention of the radial tire, that transformed the industry and helped make Michelin a global leader. Finally, visitors will discover that tires are only one of the many applications of Michelin's unique expertise. At the heart of the project is the science of composite materials, a discreet yet essential pillar of Michelin's exceptional expertise that is paving

the way for tomorrow's innovations.

A new range of experiences will take shape: immersive paths, interactive features, workshops, events, a redesigned boutique and a dining area open to the city. The goal is to welcome 40% more visitors within five years of opening.

For Clermont-Ferrand and the region, the new "L'Aventure Michelin" will be much more than a simple cultural site - it will be a driver of appeal. With nearly 200,000 visitors expected each year, it will help transform the "le Quartier des Pistes" into a major hub for life, innovation and culture - a place where people come to learn, get inspired, enjoy good food and meet.



**"LE QUARTIER DES PISTES »
 IN FIGURES**

€130 million
 invested

200 jobs
 created by 2030

400,000
 visitors expected
 each year

More than 40
 public/private
 partners

10 hectares open to the public

- 2.5 hectares of Open-air Tracks
- 3.5 hectares of fully water-self-sufficient green spaces
- 4 hectares of activities

The tracks:

- 400 m long
- 28 meters high at the tallest point (equivalent to 9 to 10 floors)

3 - MICHELIN INNOVATION PARK - CATAROUX

PEOPLE AND INNOVATION, THE COMMON THREAD

“Le Quartier des Pistes” is emerging as a model of urban transformation that serves society and creates a new living environment in Clermont-Ferrand. It is set to enhance the Michelin Innovation Park – Cataroux ecosystem, where every element contributes to innovation, human development and the region’s influence.

Michelin Innovation Park – Cataroux encourages unique collaborations and brings together both public and private partners, including the Metropole, the Region, the State, Crédit Agricole Centre France, the Michelin Group, Banque des Territoires, Caisse d’Epargne Auvergne Limousin, the Puy-de-Dôme CCI, Clermont Auvergne Metropole and the Université Clermont Auvergne

Driven by Michelin, a collaborative effort has been underway since 2021 with all partners to make the Cataroux site a new driver of appeal for the region, its residents, businesses and visitors.

The project represents a total investment of €300 million, of which €60 million will be contributed by Michelin. It will create 1,000 jobs by 2030 and attract new talent, essential to the economic development of our region.

Michelin Innovation Park – Cataroux is a unique 22-hectare site. It is structured around four complementary, interconnected hubs, each focused on innovation and people: “le Pôle Compétences” and “Le Centre des Matériaux Durables”, which are already operational; “le Pôle d’Innovation Collaborative” (PIC), scheduled to open in early 2026; and the “Les Pistes” district, which will open in 2029.

Michelin Innovation Park – Cataroux
“embodies a multifaceted approach to innovation, from materials and services to new ways of working, training, leisure and culture. The ambition for the site is to become a place open to the world, supporting innovation in all its forms as a long-term response to the challenges of the coming decades”.

Patrice Kefalas, Director of Michelin Innovation Park



3 - MICHELIN INNOVATION PARK - CATAROUX : PEOPLE AND INNOVATION, THE COMMON THREAD

“Le Pôle Compétences” is dedicated to educational and collaborative innovation. It comprises two complementary organizations with extensive expertise in training for the jobs of the future.

+ **Hall 32** - a space that combines training, experimentation and events -connects industry, young people and institutions around a shared drive, namely to learn a trade, build skills and innovate. Designed as a platform for prototyping, skills and expertise, Hall 32 trains **1,200 employees and over 200 young learners** each year in key industrial competencies.

+ **“La Manufacture des Talents”** is a place for revealing talent, upskilling through lifelong training, choosing a new career direction, sharing knowledge and sparking new vocations. Open to all Michelin workers as well as employees from other companies, it offers over **25,000 training modules**, both in-person and online, helping everyone understand themselves, plan their future and grow.

MICHELIN INNOVATION PARK: AN EXPORTABLE MODEL

Michelin has brought its globally recognized brand to showcase this unique model as a catalyst for sustainable innovation. Michelin Innovation Park - Cataroux lays the groundwork for an exportable approach, ready to be adapted to other regions around the world.

“Le Quartier des Pistes”: As the gateway to the Clermont-Ferrand metropolitan area and a landmark of the city’s industrial heritage, thanks to the historic Michelin test tracks, “Le Quartier des Pistes” will be turned into a 10-hectare hub for culture and leisure. From 2029, it is set to become a vibrant, welcoming space for local residents and a new regional destination for tourists.



Le Quartier
des Pistes



Le Centre des
Matériaux Durables

“Le Pôle d’Innovation Collaborative” (PIC) The largest co-working space in France is set to **open in early 2026, offering 18,000 m² and 2,400 workstations** in the heart of Clermont-Ferrand. A catalyst for local economic ecosystems focused on innovation, collaboration and impact, the CIH will welcome freelancers, startups, SMEs and major corporations in a unique space, complete with a food court open to everyone.

“Le Centre des Matériaux Durables” supports the development of innovative materials and recycling solutions that accelerate the shift to a circular economy. By providing more than 40,000 m² of top-tier industrial facilities and a full range of technical services, it gives startups the perfect environment to scale and succeed. Since June 2022, **six companies** - including Carbios, a pioneer in PET plastic biorecycling, and Bobine, a cleantech startup specializing in disruptive recycling - have chosen to establish operations in the Center. By 2030, “le Centre des Matériaux Durables” aims to triple its capacity and support around twenty startups in their pre-industrial development phase. It is emerging as a strategic lever for building a more sustainable industry.

3 - MICHELIN INNOVATION PARK - CATAROUX :
PEOPLE AND INNOVATION, THE COMMON THREAD

**KEY DATES OF
THE MICHELIN INNOVATION PARK – CATAROUX.**



APPENDIX
THE PROJECT MANAGEMENT CONSORTIUM

Saguez & Partners has been advising the Michelin Group on “Le Quartier des Pistes” since 2021. In order to deliver a comprehensive and well-managed project, the agency formed a Project Management Consortium with recognized experts in urban planning, landscape and architecture:

- + **Saguez & Partners:** brand identity, program planning, project management.
- + **Saguez Favretto:** urban studies and masterplan coordination.
- + **Favretto Architecture & Asphalt:** urban architects.
- + **Atelier Franck Boutté:** environmental engineering.
- + **Christian Laporte Clap:** heritage architect.
- + **Atelier Format Paysage:** landscape design.

- + **Setec Organisation:** planning, regulations and legal compliance.
- + **Setec Hydratec, Setec TPI:** technical and environmental studies.
- + **TECTA Vertical-Sea:** public space design, networks and stormwater management.

The Development Permit and Impact Study for “Le Quartier des Pistes” are currently under review by the Clermont-Ferrand city authorities, the Clermont Auvergne Metropole, the Environmental Authority and the Prefecture of Puy-de-Dôme.



+ Find
the press kit
and images here.

<https://bit.ly/michelin-innovation-park>

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Information correct as of publication date – 11/2025MFP Michelin 855 200 507 RCS CLERMONT-FERRAND.
Share capital: €504,000,004 - Design: 10h10 Studio - Photos: © 2025 Michelin - All rights reserved -
Architect: KKAA - Favretto Architecture - All rights reserved.