



PRESS RELEASE

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Paris- September 16, 2025

Michelin congratulates ASM Clermont Auvergne on its 100 years in the elite of French rugby, reaffirming its support for the Club

- The Michelin Group is proud to celebrate a century of shared history with ASM Clermont Auvergne at the top level of French rugby.
- ASM and Michelin: a leading example of social innovation with deep roots in the local community.
- With the "Cité du Rugby," Michelin once again demonstrates its support for ASM in building the future of rugby in Auvergne.

For the occasion of the match between ASM Clermont Auvergne and Pau, and in celebration of the club's centenary in the elite of French rugby, Michelin wishes to express its deep pride in having supported this historic team throughout its journey.

Since 1925, ASM Clermont Auvergne has continually competed at the highest level of the French championship, achieving an exceptional longevity in French rugby. The club's record includes two French Championship titles (2010 and 2017) and three Challenge Cup victories (2007, 2019, 2023), as well as three European Cup finals and three Challenge Yves du Manoir titles. Throughout this entire period, Michelin has provided ASM Clermont Auvergne with a support that is both steadfast and unique.

Rooted in Clermont-Ferrand, open to the world

Proud of their Auvergne roots, Michelin and ASM proudly carry the colors of Clermont-Ferrand while shining on both the national and international stage. This centenary is an opportunity to pay tribute to the men and women who, generation after generation, have helped make ASM Clermont Auvergne a great name in French rugby and a lasting part of local life.

A unique partnership worldwide

"The shared history of Michelin and ASM, which began in 1911, demonstrates a long-term partnership." It is an honor for our Group to stand with ASM Clermont Auvergne today to celebrate a century at the top level of French rugby, as rugby has always held a special place in the hearts of our employees and the people of Clermont," indicated Florent Menegaux, CEO of the Michelin Group.

Behind this longevity lies a shared vision. From the very beginning, Marcel Michelin – son of the company's founder – intuited that sports could play a key role in personal growth, social cohesion, and the transmission of human values. It was in



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this spirit that the Association Sportive Michelin (ASM) was originally created, open to the company's employees.

To this day, its founding values of respect, solidarity, self-improvement, and excellence remain the pillars of this unique bond between Michelin, ASM Clermont Auvergne, and ASM as a whole.

The Cité du Rugby: a project for the future and a shared ambition

The laying of the cornerstone of the Cité du Rugby on this very day, on land belonging to Michelin at the Gravanches site, marks a new chapter in this collective adventure.

This major project, supported by Michelin as the club's sole shareholder, aims to create a center of excellence and training that will become a reference, and that will offer everyone – whether young or adult, amateur or professional, male or female – the opportunity to experience and share their passion for rugby. It will also be a place for social innovation, encounters, and openness, helping the region gain even greater visibility.

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.

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