



Paris, March 4, 2026

## **Michelin wins four major awards at Tire Technology Expo 2026 in Germany**

- **The MiLAW lunar wheel is named Concept of the Year**, recognizing Michelin's technological expertise in the most extreme environments.
- **The MICHELIN Primacy<sup>5 energy</sup> tire**, a triple-A summer tire recognized as the number one long-lasting tire in its category<sup>(1)</sup>, **wins the Tire of the Year award**.
- **The BioButterfly program is recognized for its environmental contribution**, through the production of bio-based butadiene and elastomers.
- **Pascal Prost, Senior Fellow – Tires, receives the Tire Tech 2026 Lifetime Achievement Award**, recognizing his 35 years of passionate commitment to Michelin.

Michelin has received four major awards at the Tire Technology Expo, the global trade show for design, manufacturing and innovation in the tire industry. The event runs from March 3 to 5, 2026, in Hanover, Germany.

*"Receiving four awards at Tire Technology Expo is testament to the collective strength of our teams and to the scientific, technological and environmental depth of our innovations. From the Moon to the road, and thanks to Michelin's deep know-how in polymer composites, we once again demonstrate our ability to push boundaries, create new experiences, transform research into real-world solutions, and accelerate the emergence of next-generation materials. These awards honor not only our advances, but also the daily commitment of everyone at Michelin who innovates to improve everyday life and drive mobility forward – for people today and for future generations."* — **Philippe Jacquin, Executive Vice President Research & Development for Michelin and member of the Group Executive Committee**

### **MiLAW – Concept of the Year: a lunar wheel that broadens Michelin’s technological horizons**

The Michelin Lunar Airless Wheel (MiLAW) has won the Concept of the Year award in recognition of its groundbreaking technology. Designed for use on the rover for the future Artemis lunar missions, this airless wheel is the result of more than 20 years of research into airless structures, high-tech polymers and advanced manufacturing processes such as 3D printing.

MiLAW must withstand extreme conditions – radiation and abrasive terrain, and temperatures ranging from -240°C to +100°C – while providing the traction and endurance essential for lunar exploration. Developing it required particularly rigorous testing by the Michelin Group and significant expansion of its digital simulation capabilities.

This innovation has far-reaching implications beyond space. The knowledge gained is already feeding into the Group’s future innovations on Earth, particularly in environments where robustness and endurance are equally critical.

### **MICHELIN Primacy 5 Energy – Tire of the Year: a MICHELIN triple-A summer tire, the number one long-lasting tire in its category<sup>(1)</sup>, already acclaimed by vehicle manufacturers**

The MICHELIN Primacy <sup>5</sup> Energy has been named Tire of the Year. Around 20 major global automotive brands have already selected this MICHELIN summer tire ahead of its launch, and it will be fitted to more than 50 new models currently in development. The MICHELIN Primacy <sup>5</sup> Energy has a triple-A rating on EU labeling for wet grip, energy efficiency and noise level. It is also the number one long-lasting tire in its category<sup>(1)</sup>.

It comes at a time when expectations for summer tires are higher than ever, whether in terms of safety, suitability for electric vehicles, reduced emissions, energy efficiency or material sustainability.

### **BioButterfly – Environmental Achievement of the Year – Industrial Contribution: Production of bio-based butadiene and elastomers**

The BioButterfly program, led by Michelin, IFP Energies Nouvelles and Axens with support from the French Agency for the Environment and Energy Management (ADEME), has won the Environmental Achievement of the Year – Industrial Contribution award.

After more than 12 years of research and over €80 million in investment, the industrial demonstrator commissioned in 2023 at Michelin's Bassens site successfully validated a robust process for producing bio-based butadiene from bioethanol.

The first elastomers produced using this process meet the specifications required for their use in tires, while reducing the carbon footprint significantly compared with fossil-based butadiene.

BioButterfly is a significant milestone in the development of a bio-based elastomer industry and in reducing the carbon footprint of the entire tire value chain.

### **Pascal Prost, Senior Fellow – Tires, receives the Tire Tech 2026 Lifetime Achievement Award**

After 35 years of committed service at Michelin, Pascal Prost, currently Senior Fellow – Tires, has received the Tire Tech 2026 Lifetime Achievement Award. Throughout his career, he has tackled every technical challenge related to tires with enthusiasm, especially those where the performance requirements are often contradictory.

He has also collaborated with many teams within the Group and worked with universities and vehicle manufacturers.

His technical career in 2-wheel and passenger car tires – particularly his work on low rolling resistance tires and ecodesign – is a perfect illustration of the spirit of innovation, the quest for performance and the unwavering commitment to promoting more sustainable mobility that drives Michelin.

This award recognizes not only a career spent honing technical expertise, but also the collective excellence of all Michelin Group employees.

These four awards – spanning advanced research, product innovation, environmental footprint reduction and recognition of an outstanding career – highlight the depth and breadth of the Michelin Group's expertise. They also signal real dynamism: Michelin is innovating for safer, higher-performing and more sustainable mobility – on Earth and beyond.

**Photos and/or attachments available at:**

**<https://contentcenter.michelin.com:443/dam/wedia/shared-board/29774343-e03d-4ee8-8a93-820b9793ba70>**



(1) The categories of the European tire labelling scale assess: rolling resistance (energy efficiency), wet grip, and external rolling noise. a. Triple AAA for MICHELIN Primacy 5 energy (A – rolling resistance / A – wet grip / A – external rolling noise). More than 80% of the replacement-market tires in this range meet the AAA classification. Tires developed by MICHELIN according to original equipment (OE) specifications are excluded, in line with manufacturer requirements. For more information on OE-marked tires developed by Michelin, please visit the official Michelin website: <https://www.michelin.fr/auto/conseils/choisir-pneus/pneus-homologues-constructeur-developpes-par-michelin> b. Double AA for MICHELIN Pilot Sport 5 energy (A – rolling resistance / A – wet grip). 100% of the replacement-market tires in this range meet the AA classification. Tires developed by MICHELIN according to original equipment (OE) specifications are excluded, in line with manufacturer requirements. For more information on OE-marked tires developed by Michelin, please visit the official Michelin website: <https://www.michelin.fr/auto/conseils/choisir-pneus/pneus-homologues>

**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](http://www.michelin.com)).

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**MICHELIN GROUP MEDIA RELATIONS** 112, avenue Kléber - 75116 Paris +33 (0) 1 45 66 22 22 | 7 days a week  [www.michelin.com](http://www.michelin.com) @Michelin