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Michelin and Segway Join Forces with Their Sights Set on Dakar 2028

- Segway has selected Michelin as the official tire supplier and technical partner of the Segway Dakar Rally Factory Team, which will compete in the 2028 Dakar Rally with all-new, 100% electric motorcycles.
- This collaboration will begin during the motorcycle development phase, combining the expertise of Segway's engineering teams with Michelin's extensive experience in tires, rally-raid competition, and the most demanding racing environments.
- The partnership between Michelin and the Segway Dakar Rally Factory Team will be officially formalized on November 4 in Milan, Italy, during EICMA 2026.

Michelin and Segway have announced a technical and sporting partnership in preparation for the Segway Dakar Rally Factory Team's participation in the 2028 Dakar Rally with all-new, 100% electric racing motorcycles. As the team's official tire supplier and technical partner, Michelin will support Segway from the earliest stages of the project.

Building on its expertise in electric mobility, Segway is taking on a particularly ambitious technological challenge: developing an entirely new 100% electric racing motorcycle capable of tackling the extreme conditions of the Dakar Rally, one of the world's most demanding rally-raid competitions. The event will serve as a real-world testing ground, enabling Segway and Michelin to put their latest technological innovations to the test under extreme conditions and explore new possibilities in performance and electric mobility.

The collaboration will be officially formalized on November 4 during EICMA 2026 in Milan, Italy, one of the world's leading international motorcycle industry events. Representatives from both companies will attend a signing ceremony to confirm their shared commitment to the Dakar 2028 project.

A Partnership That Begins Long Before the Starting Line

The collaboration between Michelin and the Segway Dakar Rally Factory Team will extend well beyond supplying tires for competition. The technical teams from both companies will work closely together to incorporate the specific demands of rally-raid racing into the development of Segway's future 100% electric motorcycle.

The unique characteristics of its electric powertrain, particularly in terms of torque, weight, traction, and energy management, will be considered when analyzing the stresses placed on the tires. Michelin will contribute its extensive experience in off-road racing and rally-raid competition, along with its expertise in tires and Michelin Bib Mousse puncture-prevention solutions.

Initially, Michelin will assist the Segway Dakar Rally Factory Team in selecting the most suitable Enduro and Desert tires for the various stages of development. Its technical specialists will also provide recommendations on tire use, as well as the selection, installation, and use of Michelin Bib Mousse solutions. Joint technical workshops and training sessions will bring together Michelin Motorsport specialists and Segway engineers.

This collaboration will support the motorcycle's development and enable the collection of data under conditions representative of rally-raid competition. The findings will then help guide tire optimization based on the motorcycle's final specifications and specific requirements.

Dakar 2028: A Shared Goal

Long distances, constantly changing terrain, extreme temperatures, and intense mechanical stresses make the Dakar Rally one of the toughest motorsport competitions in the world. Competing with 100% electric motorcycles adds another dimension to the challenge, particularly in terms of range, energy management, and performance over the rally's long stages.

Through its partnership with Michelin, the Segway Dakar Rally Factory Team will benefit from the expertise of the French tire manufacturer, which has competed in the Dakar Rally since 1983 and has secured 40 victories in this iconic rally-raid event. The two partners will jointly establish a testing program to support the motorcycle's development and progressively adapt the tires to its specific characteristics and operating demands.

Cyriaque Echevin, Michelin Off-Road Tire Marketing Director:

"True to its pioneering spirit, Michelin is delighted to support the Segway Dakar Rally Factory Team in this particularly ambitious project. Taking on the Dakar Rally with 100% electric motorcycles represents an exciting technological challenge, bringing new parameters that we will need to factor into our development work. Our role will extend far beyond supplying tires: our teams will work alongside Segway's engineers from the earliest stages of the project, sharing our rally-raid expertise and contributing to the development of the new motorcycle. The Dakar Rally provides an exceptional testing ground for pushing technological boundaries through close collaboration with our partners."

The Dakar-focused agreement is part of a broader relationship between Michelin and Segway, bringing together their respective expertise in the two-wheel sector and using motorsport as a catalyst for development and innovation. With an entirely new 100% electric motorcycle designed to withstand the extreme conditions of the Dakar Rally, the two partners aim to put their technologies to the test in one of the most demanding environments in motorsport.

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 122,600 people. (www.michelin.com).

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