



## Challenge Bibendum

### Michelin and PSA Peugeot Citroën are putting the motor vehicles of the future on the road in Brazil

The Challenge Bibendum, organised by Michelin from 30 May to 2 June in Rio de Janeiro, will further strengthen the tyre manufacturer's long-standing partnership with PSA Peugeot Citroën.

For the first time the Peugeot BB1, a small city EV driven by Michelin's revolutionary motorised wheel technology, will be tested in real-life driving conditions. A forerunner of tomorrow's electric urban mobility solutions, this Peugeot concept vehicle will take part in an 85-km rally on a course that reproduces city traffic conditions. In addition, the Citroën Hypnos concept car, which is fitted with Michelin tyres, will take part for the first time in a rally on the open road. Integrating PSA Peugeot Citroën's Hybrid4 diesel technology, the vehicle is equipped with a particulate filter and will be powered by Brazilian biodiesel fuel.

The partners have previously worked together on a large number of vehicle and tyre development projects. One example of their upstream cooperation strategy, the Michelin ENERGY SAVER™ premiered worldwide on the Peugeot 308 in 2007. The new tyre significantly improved vehicle energy performance. Since then, more than six million MICHELIN ENERGY™ Saver tyres have been delivered to PSA Peugeot Citroën production facilities. In addition to being more fuel-efficient, the tyres provide superior grip – and thus safety – as well as the best total mileage in the market. Today, 11 Peugeot and Citroën vehicle families are fitted with the tyres. The partners are currently working on new-generation Energy Saver and Primacy HP tyres that should enable future Peugeot and Citroën models to further reduce CO<sub>2</sub> emissions by up to 5 grams per km.

**Michelin**, the world's leading tyre company, is dedicated to sustainably improving the mobility of goods and people by manufacturing and marketing tyres for every type of vehicle, including airplanes, automobiles, bicycles/motorcycles, earthmovers, farm equipment, trucks and the US space shuttle. It also offers electronic mobility support services, on [ViaMichelin.com](http://ViaMichelin.com), and publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 118,000 employees and operates 68 production plants in 19 different countries. ([www.michelin.com](http://www.michelin.com))

**PSA Peugeot Citroën** is a world-class European automobile manufacturer whose two brands, Peugeot and Citroën, offer innovative, stylistically differentiated model line-ups. Over the years, the Group has gained a worldwide reputation for its environmental leadership. In 2009, for the fourth year in a row, it sold more than 650,000 vehicles in Europe that emit fewer than 120 g/km of CO<sub>2</sub>. Through its innovative vehicles and technologies, such as the e-HDi micro-hybrid, HYbrid4, and electric solutions, PSA Peugeot Citroën intends to maintain its lead in environmentally friendly cars, with the goal of selling more than one million vehicles in Europe that emit fewer than 120 g/km of CO<sub>2</sub> in 2012. ([www.psa-peugeot-citroën.com](http://www.psa-peugeot-citroën.com) - [www.developpement-durable.psa.fr](http://www.developpement-durable.psa.fr))