



PRESS RELEASE

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2 July 2021

Michelin EWS Loudenvielle and the 2021 Pyrenees Bike Festival Presented by Michelin



Michelin is pleased to announce that it will be the title sponsor of the 5th and 6th rounds of the Enduro World Series (EWS) races at Loudenvielle, France taking place between 1 and 5 September. Sanctioned by the UCI*, the EWS is the highest level of mountain bike Enduro racing, and this year's calendar features nine races.

Located in the Louron Valley in the heart of the French Pyrenees, Loudenvielle will at the same time as the EWS races, play host to the Pyrenees Bike Festival, of which Michelin is the main partner.

Michelin has been present in the EWS for several years, supporting the Chain Reaction Cycles Pro Race Team and has already celebrated top honors with three-time EWS champion Sam Hill. In addition, this year Michelin will also support the GT Factory Racing Team.

This close collaboration with top-level teams and riders has enabled Michelin to develop a range of tires specifically for Enduro mountain biking. The Racing Line version of the MICHELIN Wild Enduro is now available for leisure riders who want the ultimate tire performance for their enduro bike. Michelin will have an exhibition stand throughout the event showcasing its range of mountain bike tires, including all its new tyres launched in 2021.

Created in 2018, the Pyrenees Bike festival has already become a major event for MTB fans throughout France. The area boasts more than 420km of mountain bike trails, with 30 mapped circuits including 24 loops specifically aimed at Enduro riding.



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The festival usually welcomes hundreds of riders and thousands of spectators and provides plenty to do and see with its impressive showground, pumptrack, big air bag, trial show, food trucks and concerts.

*Union Cycliste Internationale

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 123,600 employees and operates 71 tire production facilities which together produced around 170 million tires in 2020. (www.michelin.com)

MICHELIN GROUP MEDIA RELATIONS

+33 (0) 1 45 66 22 22

www.michelin.com

 [@MichelinPress](https://twitter.com/MichelinPress)

27 cours de l'Île Seguin, 92100 Boulogne-Billancourt