



## **Michelin and POMA join forces to meet the challenges of sustainable mobility**

- The two companies, who are leaders in their respective fields, have signed a long-term partnership
- Michelin and POMA join forces to offer innovative solutions in the field of ropeway transportation
- A partnership that reinforces the commitment of both companies to their region, Auvergne-Rhône-Alpes

On Thursday 28 April, Michelin, a leader in sustainable mobility, and POMA, a global pioneer in ropeway transportation, signed a partnership agreement to develop innovative and more sustainable products. This partnership reflects a common desire to make everyday mobility and travel ever more environmentally friendly.

These two French companies are pooling their knowledge about mobility as well as their know-how. In the urban public transportation sector, Michelin has acquired a great deal of expertise through its metros, trams and other means of land transportation. For its part, POMA has implemented numerous ropeway mobility solutions for tourist and urban transportation in cities around the world. Michelin's expertise in the field of rubber and other flexible composites, combined with POMA's know-how as an integrator of low-carbon transportation solutions, will enhance the performance of the products developed with robust solutions that are even more sustainable over time. The two manufacturers are also internationally renowned brands whose partnership will have a strong impact on the mobility of today and tomorrow.

*"This collaboration with POMA aims to make ropeway transportation even more competitive and environmentally friendly by addressing the entire life cycle. For Michelin, this will encourage the development of new products and new skills and thus open up access to new mobility-related markets. The know-how developed by POMA in these very demanding mobility systems combined with Michelin's expertise, will enable us to innovate together for more accessible, safer and more environmentally friendly urban mobility. As such, this partnership is fully in line with the Michelin Group's ambitions for increasingly sustainable mobility,"* explains Patrice Kefalas, Director of Innovation and Partnerships at Michelin.

*"Michelin's technical expertise and knowledge of mobility issues in different applications will be beneficial to ropeway transportation. The culture of innovation and the desire to overcome challenges at Michelin and POMA will further enhance French excellence in the field of transportation. We are delighted to partner with this flagship company in the French industry, with strong historical roots in the Auvergne-Rhône-Alpes region like us,"* states Jean Souchal, President of POMA.

The products developed from this partnership can be marketed both for existing transportation systems and for new projects. The aim of this partnership is to develop products that meet the challenges in tourist or urban mobility, but also in the low-carbon transportation of materials and urban cable car logistics.

Initial work will focus on the product life cycle, with the main objective of developing more environmentally friendly solutions. These new products will be unveiled before the summer of 2022. They promise technological advances in terms of sustainability. While the partnership has been initiated for R&D work, it also covers a broad spectrum of co-development of products and services that will directly benefit ropeway operators worldwide in the overall management of the operation and maintenance of their facilities.

The signing of this partnership reaffirms the commitment of both companies to the Auvergne-Rhône-Alpes region through Research and Development teams based in the region (Clermont-Ferrand and Voreppe) and the desire to maintain industrial know-how in France.



### **About Michelin**

Michelin's ambition is to improve the mobility of its customers in a sustainable manner. As a leader in the mobility sector, Michelin designs, manufactures and distributes tyres that are best suited to their needs and uses, as well as services and solutions to improve transportation efficiency. Michelin also provides offerings that enable its customers to experience unique highlights during their trips and travels. Michelin also develops high-tech materials for many different fields. Based in Clermont-Ferrand, Michelin is present in 177 countries, employs 124,760 people and operates 68 tyre factories that together produced approximately 173 million tyres in 2021. ([www.michelin.com/en/](http://www.michelin.com/en/)).

### **About POMA**

With 85 years of existence and more than 8,000 transportation systems built in 90 countries, POMA is a world leader in ropeway transportation. Its sustainable transportation solutions transport 6.5 million people per hour. Present on five continents, POMA innovates and brings its know-how and expertise in ropeway mobility solutions to both urban and mountain areas, for tourism and industry. POMA's turnover was €375 million in 2020, including 70% from exports. POMA employs 1,400 people, of whom 870 are located in France at its various industrial sites. <https://www.poma.net/en/>

### **Press contact:**

Michelin

Jeanne Brieu: [jeanne.brieu@michelin.com](mailto:jeanne.brieu@michelin.com) / +33 (0)7 64 56 66 58  
@MichelinPress

POMA

RevolutionR

[press.poma@revolutionr.com](mailto:press.poma@revolutionr.com) / +33 (0)6 49 28 70 23