



GM DEALERS - WE ARE PLEASED TO SHARE THIS EXCITING PROMOTION FROM MICHELIN! SIX TOP DEALERS WILL WIN AN ALL-EXPENSES PAID TRIP FOR TWO TO THE 90TH RUNNING OF THE 24 HOURS OF LE MANS IN FRANCE!

CONTEST PERIOD & ELIGIBILITY

- **Trip Dates:** June 9, 2022 - June 15, 2022
- **Delivery Dates:** October 01, 2021 - December 31, 2021
- **Process Dates:** October 01, 2021 - January 07, 2022
- **Attendees:** (6) Six GM Dealers (plus guest for each); 1 GM/AMI Host (plus quest)
- **Prize Includes:** An all expenses paid trip to the 24 Hours of Le Mans at Circuit de la Sarthe in LeMans, France, June 9-15, 2022

PARAMETERS

- **Minimum:** 500 Michelin and BFGoodrich Units and 10% increase over 2019
- **(6) Six trips for Two:** Will be awarded to the top dealers with the **most Michelin and BFGoodrich tires purchased during the promotional period over 2019**

RUN OF SHOW OVERVIEW

Wednesday, June 9

- Participant travel from home city for Paris CDG

Thursday, June 10

- Participant arrival into CDG and connecting flight to BDX
- Private car service to host hotel
- Check-in to InterContinental Bordeaux Le Grand Hôtel
- Lunch and afternoon at leisure
- Welcome Reception
- Dinner

Friday, June 11

- Transit via private coach to wine tour
- Lunch on property
- Transit to Tours
- Check-in to Chateau
- Dinner at Chateau

Saturday, June 12

- Transit via private coach to Circuit de la Sarthe (Le Mans)
- Michelin Motorsports
 - Michelin Hospitality
 - Helicopter Tour
 - Corner Tour
 - Garage Tour
 - Pre-Race Festivities
- Lunch and dinner inside Michelin Hospitality
- 20:30 and 23:30 transfers from track to Chateau

Sunday, June 13

- Transit via private coach to Palace of Versailles
- Lunch in Versailles
- Transfer via private coach to Paris Hotels
- Dinner

Monday, June 14

- Breakfast at Hotel
- Day at leisure
- Celebratory toast
- Dinner- Michelin star restaurants

Tuesday, June 15

- Private transfer to CDG for departure to home city

TRACKING The GM Tire Team will provide weekly updates | Have Questions? Contact the GM Tire Team at **1-877-728-4737**

MICHELIN
PILOT®
Performance Experience

The Michelin Pilot Performance Experience programs provide a true understanding of the technology and passion required at the highest level of motorsport, coupled with a close-and-personal endurance racing experience, making this a truly engaging event. Michelin VIP Hospitality will keep you entertained with closed-circuit information about what's happening in the race and on the track. **Only Michelin.**

NOT YOUR EVERYDAY MOTORSPORT EXPERIENCE

For 2021, we've chosen iconic venues for the Michelin Pilot Performance Experience events and our Michelin VIP Hospitality. You will be inspired by the exceptional performance of our racing partners and our Michelin Pilot tires. And your behind-the-scene access to our partner teams will allow you to see the technology that goes into the race cars and our Michelin Pilot family of tires.

AMENITIES, ACTIVITIES & EXPERIENCES

As a Michelin guest you will have access to pre-race pageantry that includes the team garages, autograph sessions, grid walk, Michelin tire compound and more. Within Michelin VIP Hospitality you will be provided with a gourmet lunch and beverages and some of the best viewing locations on the circuit.

