

PRESS RELEASE

Clermont-Ferrand, March 10TH, 2015

Michelin earns recognition as a John Deere “Partner-level” supplier, Supplier of the Year and supplier innovation award winner

The Michelin Group’s Agricultural and Earthmover operating units were named a “Supplier of the Year” as well as a Partner-level supplier for 2014 in the John Deere Achieving Excellence Program. The Partner-level status is Deere’s highest supplier rating.

Suppliers who participate in the Achieving Excellence program are evaluated annually in key performance categories, including quality, cost management, delivery, technical support and “wavelength,” which are various measures of responsiveness. John Deere Supply Management created the program in 1991 to provide suppliers with evaluations and feedback that promote continuous improvement.

Additionally, Michelin Tweel Technologies received a John Deere supplier innovation award for 2014 for the MICHELIN® X® TWEEL® TURF™. The award is presented to a select group of suppliers that have demonstrated innovation in a product or service they provide to John Deere. Award selections are based on four factors: creativity, feasibility, collaboration and bottom-line impact. John Deere created the supplier innovation awards in 2010 to promote innovation in the company's supply base and recognize suppliers that think creatively. In 2014, Michelin announced an exclusive partnership with John Deere to equip its ZTRAK™ 900 Series line-up of zero-turn commercial mowers with the ground-breaking MICHELIN® X® TWEEL® TURF™ as original equipment to replace a standard 24x12x12 tire.



From left to right: Pierre GUYOT (CPO, Chief Purchasing Officer, John Deere), Mathieu HUET (Sales Director, OE, Michelin LP GC), Emmanuel LADENT (Michelin AG product line director), Glen SCHWAB (Purchasing officer, John Deere).



Emmanuel LADENT, group director of Michelin's agriculture tire division, accepted the Supplier of the Year Award on Michelin Group's behalf during a ceremony hosted by Deere in Bettendorf, Iowa. Michelin also was represented by members from its teams in Agriculture, Earthmover and Tweel Technologies divisions. "Our business teams have worked very hard indeed to establish a spirit of mutual partnership with our associates at John Deere, which has resulted in a strong and growing relationship between our companies," said Emmanuel LADENT.

Michelin delivers products to multiple Deere manufacturing sites globally: Davenport, Iowa; Thibodaux, Louisiana; Waterloo, Iowa; East Moline, Ill.; Des Moines, Iowa; Augusta, Ga.; Fuquay-Varina, N.C.; Valley City, N.D.; Dubuque, Iowa; Horst, The Netherlands; Mannheim, Germany; Indaiatuba, Brazil; and Zweibrucken, Germany.

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