



MEDIA RELEASE

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ARES ANNOUNCES MICHELIN AS OFFICIAL TIRE PARTNER

- Italian coachbuilder ARES inks deal with iconic Michelin brand
- ARES ProgettoUno and Bentley Mulsanne Coupé the first to sport the MICHELIN Pilot Sport 4S tires

Italian coachbuilder ARES has announced that it will be welcoming French manufacturer Michelin as its official tire partner.

The new technical partnership will see the tire manufacturer supply its MICHELIN Pilot Sport 4S product to the Modenese coachbuilder. Acclaimed for its performance on both road and track, the MICHELIN Pilot Sport 4S features a carefully engineered compound that combines outstanding grip with intuitive handling characteristics, high-performance driving enjoyment and durability.

The ARES ProgettoUno and the ARES Coupé for Bentley Mulsanne vehicles will be the first to be shod with the MICHELIN Pilot Sport 4S, with plans to extend Michelin's presence further across the ARES range of vehicles in the coming months.

ARES Head of Technical Andrea Donati said: "After examining Michelin's range of tires and conducting exhaustive tests, we opted for the MICHELIN Pilot Sport 4S, as its combination of compounds delivers optimal grip, predictable handling, precision and performance; a perfect fit for our vehicles and their characteristics.

Michelin was founded in 1889 by two brothers and is now one of the world's largest tire manufacturers, making products for cars, motorcycles, bicycles, aircraft and even the space shuttle. As well as having a rich heritage in motorsport - supplying rubber for MotoGP, Formula 1, endurance racing and world rallying - Michelin is the OE fit for numerous car manufacturers, including high-performance brands.



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Donati added: “Michelin’s incredible pedigree at the very sharp end of tire manufacturing over the last 132 years is testament to the enormous level of trust and belief its customers have in the sheer quality of its products. Performance brands like BMW, Audi and Porsche have chosen Michelin to provide the tires their cars roll out of the factory on and there are reasons for that. These brands want only the very best for their customers and ARES is happy to add its name to the list of companies who place their trust in Michelin to deliver that.”

Jerome Donjon, Key Account Manager Original Equipment Prestige & Vintage Michelin said: “Michelin is delighted with this technological partnership with ARES. The ARES engineers studied our tires in detail and selected the MICHELIN Pilot Sport 4S after an intense testing program conducted both within its R&D department and on track at the Michelin Technology Center in Ladoux. We are proud that ARES Design has chosen the MICHELIN Pilot Sport 4S tires to meet the needs of its very demanding customers by highlighting, among other things, the reliability and driving pleasure brought by these Michelin tires.”

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ARES, ENGINEERS OF EMOTIONS

ARES' unique facility delivers a new level of design, development, manufacture and sales of coach-built and unique cars in the heart of Italy and through an expanding global network of studios. The advanced 23,000 m² ARES facility in Modena opened in January 2018 and, in bringing all facets of coachbuilding under one roof, immediately set a new global standard for the design, development, production and handover of bespoke, personalised and unique cars.

ARES Executive Chairman Dany Bahar, along with his long-term Dubai-based business partner and ARES Executive Chairman, Waleed Al Ghafari, founded ARES and spotted the opportunity to move the coachbuilding business to another level of service by developing the world's first 'concept-to-creation' coachbuilding facility. Together they attracted a group of experienced and passionate multinational shareholders.

For the first time, every aspect of bringing automotive dreams to reality take place under one roof in rapid time and to an extremely high level of quality. It is a unique combination of luxury car brand resources with artisan principles and skills. Merging traditional Italian craftsmanship values with the advanced ones, ARES realises the dreams and visions of enthusiasts creating one-off, unparalleled vehicles, impossible to obtain elsewhere. To this end, a shared creative experience that aims at providing a completely tailor-made product. This is the ultimate answer to the ongoing demand for customisation and the desire to stand out from the crowd of our own time.

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