

VIRGINIA INTERNATIONAL RACEWAY

PARTNER EXPERIENCES



virnow.com

VIR MICHELIN

VIR SERVICES USED:

- Track
- Track Support
- Off-Roading
- Logistics
- Security
- Scheduling
- Dining
- Lodging

A DECADES-LONG PARTNERSHIP WITH A GLOBAL LEADER

What started as a highly confidential tire testing program has grown into more onsite events than ever, including the only Michelin title race event sponsorship in North America. The partnership between VIR and

Michelin continues to evolve and strengthen, as both teams balance highly engaging, one-on-one VIP events with entertaining 30,000+ fans—sometimes on the same day.

30,000 FANS

REQUEST FROM MICHELIN: CREATE A FLAWLESS TIRE TESTING EXPERIENCE

Three times a year, Michelin utilizes the VIR team to create a flawless tire testing experience with car manufacturers, motorcycle manufacturers and VIP guests. The 3.27-mile Full Course is the star of the show, of course, but off-road testing is also vital to their testing needs.

For a private, one-on-one experience that's as impressive as the tire technology, Michelin partners with VIR for full logistics and planning:

- Lodging
- Hospitality
- Marketing
- EMS
- Flaggers
- Security

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Last year, Michelin donated one of their Test Track Days to the Veterans Race of Remembrance. They tasked the VIR team to help entertain hundreds of their VIP guests onsite and manage their experience, including food and beverage, lodging, transportation and scheduling.



CREATING A CUSTOMIZED, VIP TIRE EDUCATION PROGRAM

The heart of Skip Barber Racing School is their 40,000-square-foot facility at VIRginia International Raceway. Five times throughout the year, Michelin invites 30+ tire dealers and tire development personnel to VIR and Skip Barber for a 3-day, VIP tire education and experience event—complete with photography and video.

Attendees not only experience the track, they call VIR home for three full days, utilizing the Oak Tree Tavern and convenient on-site lodging. All logistics—including catering, F&B and track experiences—are handled by the VIR team.



HELPING PROMOTE A TOP 15 GLOBAL BRAND

The Michelin GT Challenge at VIR welcomes 30,000 IMSA race fans, hundreds of media personnel and 68 race teams across various classes. This is Michelin's only official race sponsorship in North America, so it is vital that it reflects the premium nature of the Michelin brand (currently the world's 15th strongest brand).

Michelin staff remains onsite during the week, utilizing VIR's F&B (including Oak Tree Tavern) and has full access to the VIR team 24/7. The VIR team truly becomes part of the Michelin Motorsports team this week, working hand-in-hand to create a premium, high-end sporting event for Michelin guests and race fans.

VIR and Michelin have become adept at balancing both the logistics and entertainment of tens of thousands of fans while also creating a "once in a lifetime" experience for VIP Michelin guests. A well-oiled machine, if you will. To achieve success in both endeavors takes leadership from every department at VIR, lockstep communication with Michelin team members and planning, planning, planning.

VIP HOSTING: "MICHELIN PILOT" HOT LAPS

During race week, Michelin also utilizes the VIR Patriot Course to entertain and educate 1,000+ VIP guests (including Michelin customers and prospects), where they enjoy track ride-alongs. The Patriot Course sits in the middle of campus, literally in the center of the Full Course and runs concurrently with IMSA qualifying and series races. It's a deft mix of logistics, hospitality and entertainment.

¹Brand Finance Global 500 2025 ranking.



