

ALPINE & MICHELIN

# LA ROUTE ALPINE

8TH & 9TH SEPTEMBER 2023

2023



1955



4



2023

## HISTORY

# STRONG LINKS



The Alpine and Michelin brands History has been marked by passion and innovation, the result of an impressive inheritance. Those two entities shaped the landscape of French & International Automobile Industry.

Over the years, Alpine and Michelin established a trustworthy and reliable relationship. Michelin tires have often been chosen as an original equipment for Alpine cars, mostly because of their great quality and their exceptional performances. The cooperation between both brands contributed to Alpine success on race tracks and worldwide roads.

Today, Alpine keep innovating with models such as the Alpine A110, which gathers timeless elegance and unequalled performance. Michelin, on his side, is pursuing its engagement for innovation and sustainable development, by offering top quality tires for all vehicle types.

The History between Alpine and Michelin finds its roots in passion and excellence. Both French brands keep honouring their inheritance by stretching the limits of automobile engineering and offering exceptional driving experiences to amateurs drivers, worldwide.



# PROGRAM

LA ROUTE ALPINE

## AT THE HEART OF THE CHANEL DES PUYS

Explore the **sinuous and picturesque roads of Massif of the Puy of Auvergne**. Enjoy the natural beauty of sleeping volcanos and let yourself be transported by driving your A110 on those iconic roads.

Have some lunch break in the establishments, carefully selected by our teams and discover a **local and refined French cooking**.

## ALPINE & MICHELIN

During this Route Alpine, you'll be accompanied with Bibendum at the heart of Michelin's History, but also of its future.

**The Michelin Adventure** will take you in immersion into the dynamic history of an iconic product, which move with the times, just as the brand it relates to.

You will have the opportunity to live a unique experience at the **Centre of Research and Technology Michelin of Ladoux** with a half-day of driving on circuit accompanied with pilots instructors of Michelin.



# DAY 1 / 8TH SEPTEMBER

## MEET-UP

/ 2.00 PM

Coffee meet-up at the **Buron du Col de la Croix Morand** at 1.401 meters above sea level, with all participants to leave simultaneously for the beginning of the day.



## ROAD-TRIP 1

/ 3.00 PM

An itinerary start at altitude to join the **Michelin Adventure** by taking the sinuous roads of Chanel des Puys.



# DAY 1 / 8TH SEPTEMBER



## THE MICHELIN ADVENTURE / 5.00 PM

A unique experience through time, chronologically drawing the brand's progress and history in the region.



## CHECK-IN AT THE HOSTEL / 7.00 PM

You'll be taking your room at the **Oceania Hostel**, near the famous Place de Jaude. You will have a moment to relax and enjoy your room before leaving for diner.



## DAY 2 / 9TH SEPTEMBER



### MEET-UP

/ 8.00 AM – 12.30 PM

#### DRIVING ON LADOUX'S TRACK

Meet-up at 8.00 AM at the Hostel for **half a day** on Ladoux's circuit to discover the full potential of your Alpine, supervised by pilots instructors from Michelin.



### ROAD-TRIP 2

/ 12.30 PM – 5.00 PM

An itinerary ;conceived in two times to allow you to discover, in the best way possible, **the mythic** route of the Mont-Dore Cost course.



# ROAD-TRIP 1



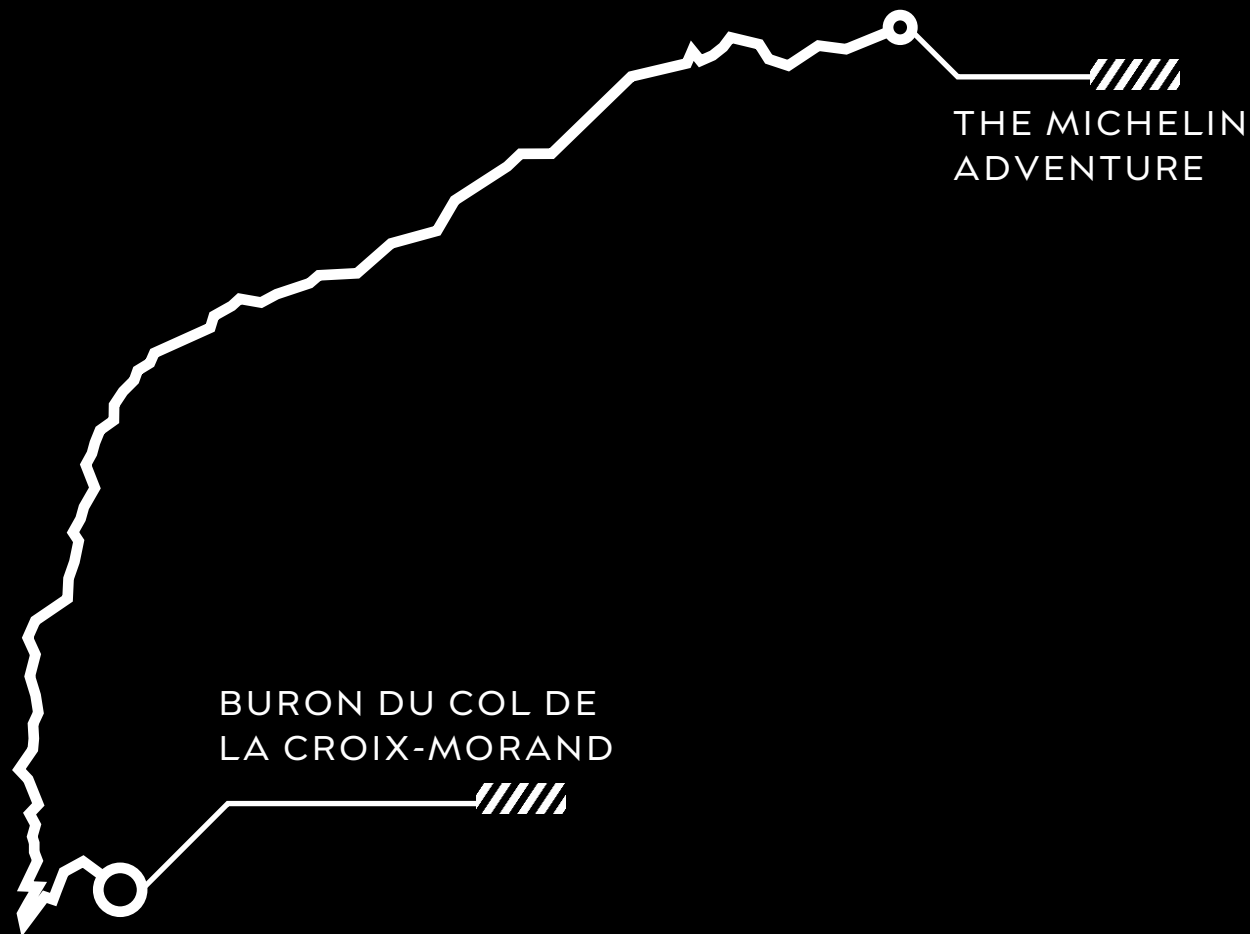
**DAY 1**  
FRIDAY 8TH SEPTEMBER

**START :**

BURON DU COL DE LA  
CROIX-MORAND

**FINISH :**

THE MICHELIN  
ADVENTURE



Roadtrip sous forme de convoi avec des instructeurs Alpine

Cartes indicatives\*

# ROAD-TRIP 2



**DAY 2**  
SATURDAY 9TH SEPTEMBER

**START :**

CENTRE OF RESEARCH &  
TECHNOLOGY MICHELIN

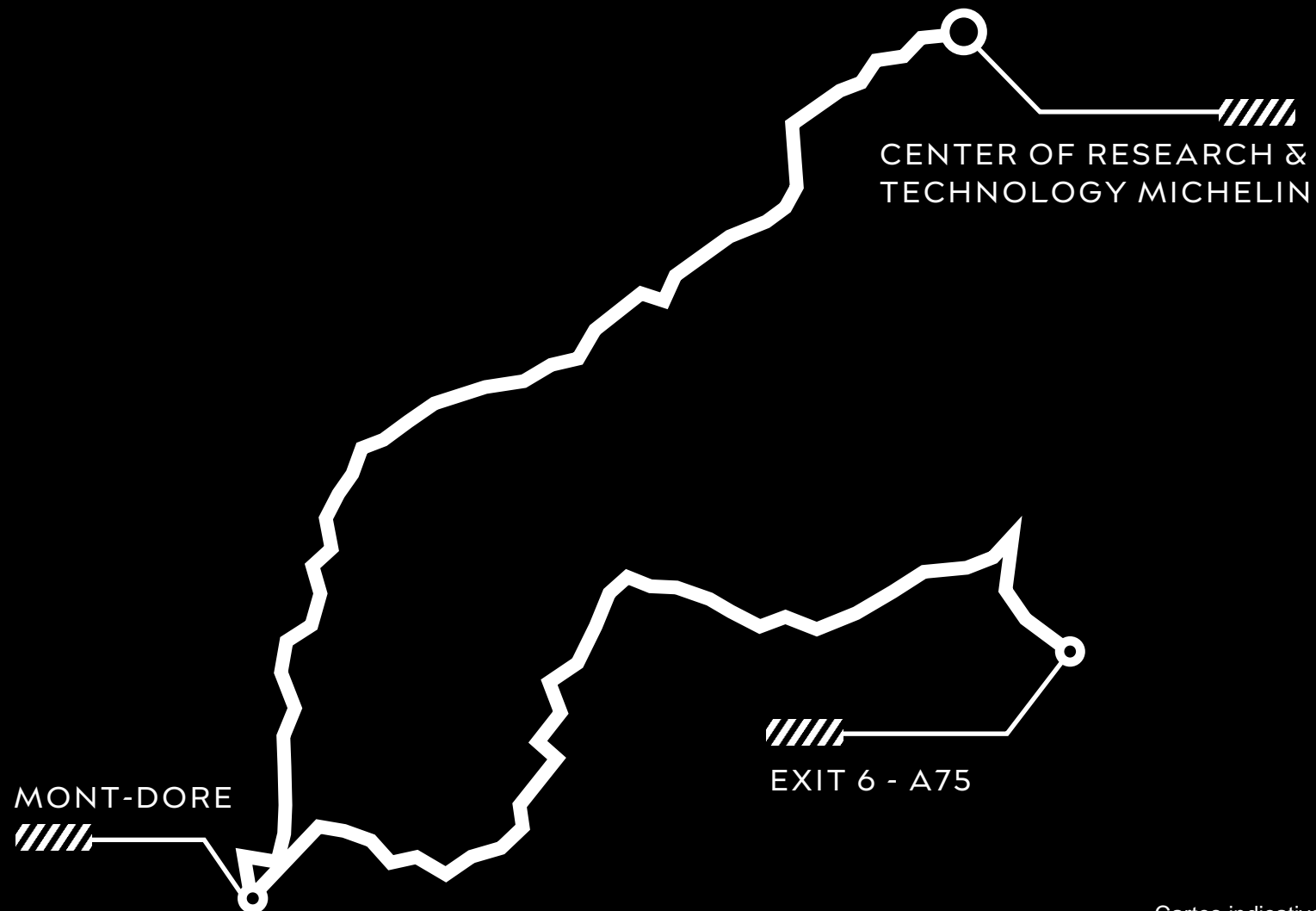
**LUNCH :**

ORCINES / PUY DE DÔME

**FINISH :**

INTERCHANGE A75 PONT-HENRY

Roadtrip sous forme de convoi avec des instructeurs Alpine



Cartes indicatives\*





# CONTACT & REGISTRATION

## REGISTRATION BY PHONE ONLY

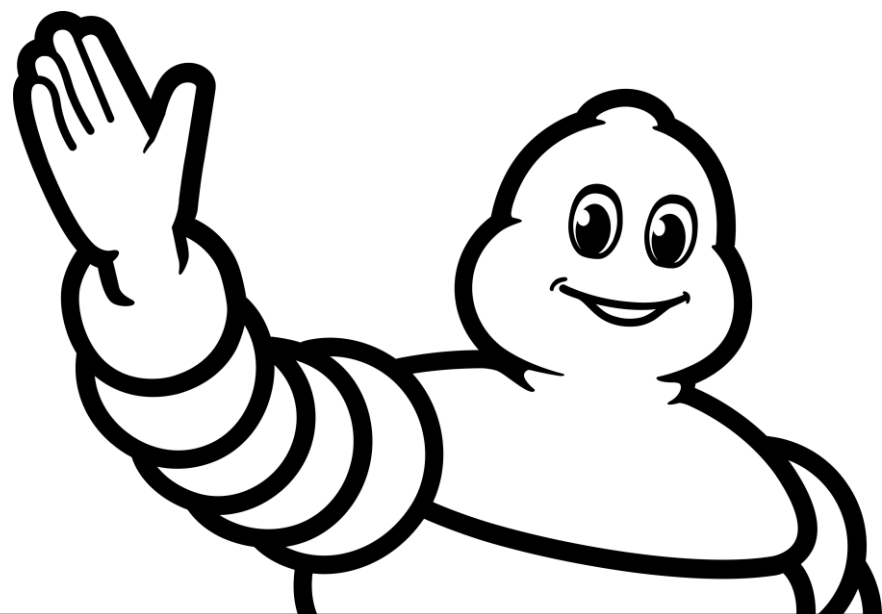
Phone : +33 (0)7 72 110 110

Website : [www.alpinecars.fr](http://www.alpinecars.fr)

## PRICE ATI

1900€ per crew

REGISTRATION UNTIL THE 31ST OF JULY



# LA ROUTE ALPINE

2023 |

