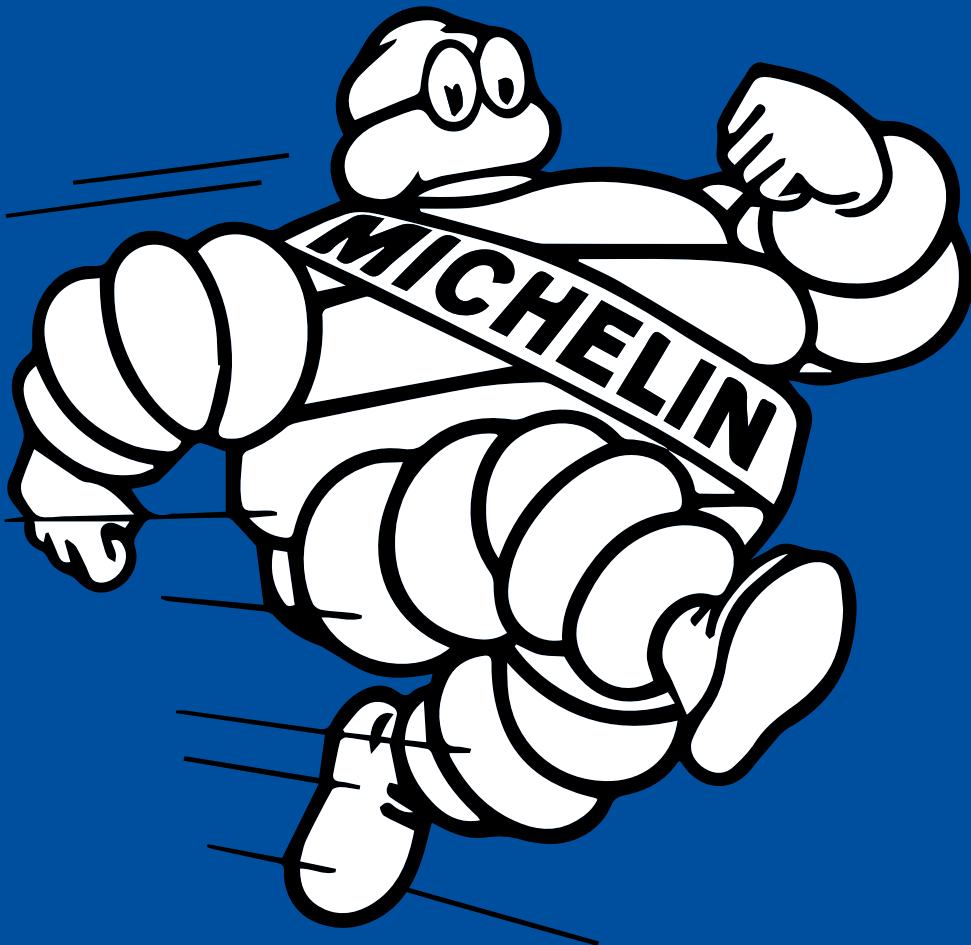




***YOU'LL BE SURPRISED!***

*"A must-see visit in Clermont-Ferrand!"*



**GROUPS 2025**

[laventure.michelin.com](http://laventure.michelin.com)

# ***AN ENJOYABLE AND SURPRISING VISIT***

Enter an innovation-driven universe to discover over 130 years of history!

The Michelin Group museum is your gateway to a unique experience in the heart of Clermont-Ferrand.

From the spectacular, 11-wheeled DS Mille-Pattes vehicle to discovering the amazing secrets of the Michelin Man, this packed and exciting visit will draw youth and elderly people alike into the world of innovation.

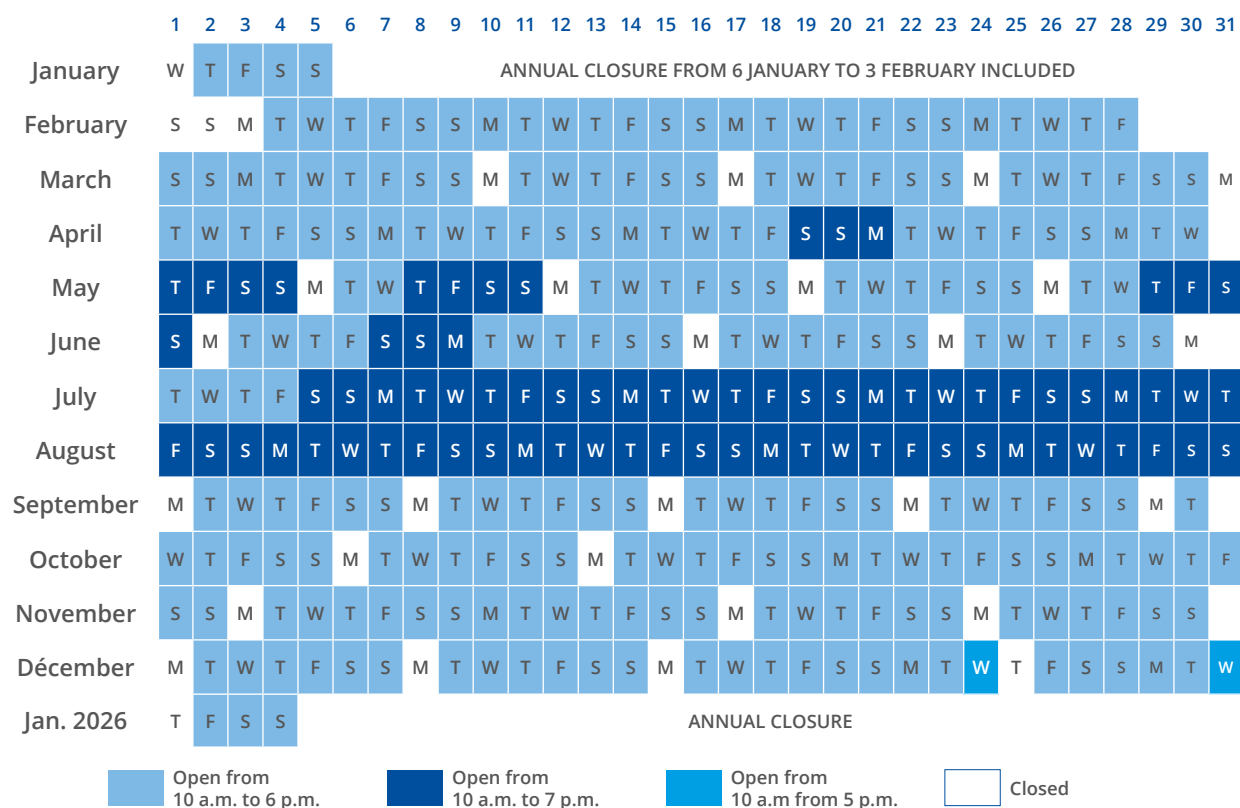
Interactive screens, cinemas, explorer notebooks and more... journey into the heart of an extraordinary adventure.



# GROUP VISITS

L'Aventure Michelin offers self-guided and guided tours (booking required). The guided tour provides unique, personalised guidance to discover the amazing human and industrial adventure that is Michelin. This visit can be undertaken in four languages: French, English, Spanish and German. For one hour and a half to two hours, a guide accompanies you and helps you discover over a century of fascinating history.

CALENDAR AND OPENING HOURS 2025



## GROUP RATES

### Entry tickets

Adult - Groups of 9 or more visitors ..... €10  
 Young people ages 7 to 17 ..... €6

### Guided tour\*

Group of 9 to 20 people ..... €55  
 Visit in French

Group of 9 to 20 people ..... €65  
 Visit in a language other than French



Group of fewer than 9 people ..... €85  
 Visit in French and a foreign language



\* Flat price on top of the entry tickets.

Contact us to organize your event



+33 (0)4 73 98 60 63 or  
[reservation@laventure.michelin.com](mailto:reservation@laventure.michelin.com)

## INFORMATIONS

### • Book a guided tour:

Three weeks before your visit.

### • Guided tour conditions:

- 1 guide for 1 to 20 people.
- 1 guide for every additional 20 people.
- ...

### • Free of charge :

- 1 free entry for every 20 paying visitors.
- Free for coach drivers.

### • 1h30 to 2h00

### • On top of a self-guided tour:



Audioguide ..... €2



Smartguide ..... €3



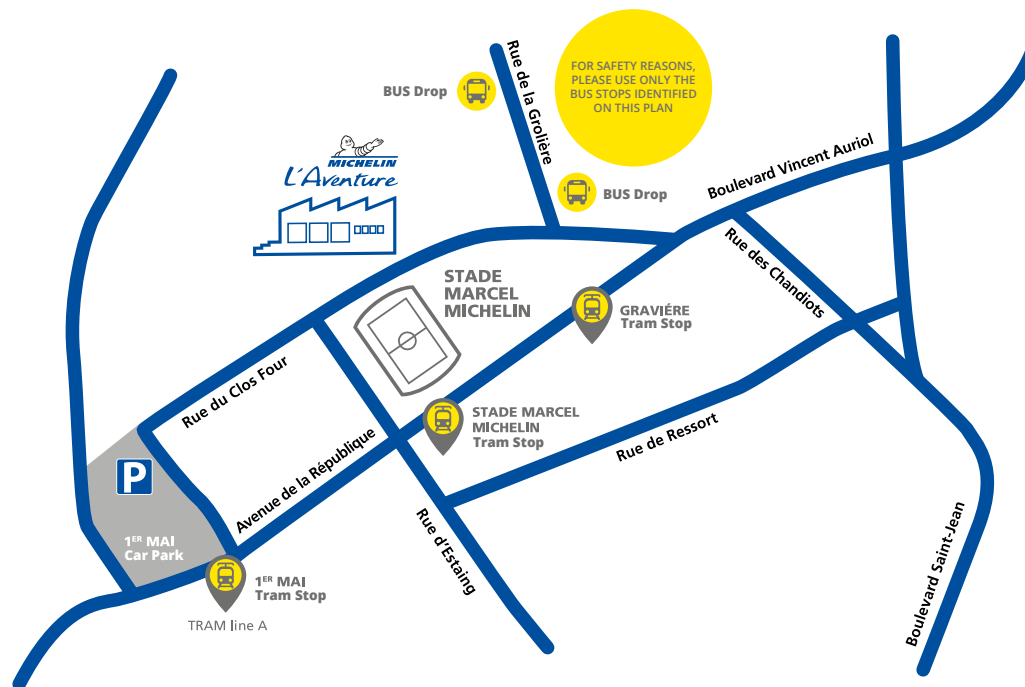
# CONTACT US TO ORGANIZE YOUR VISIT TO **L'AVENTURE MICHELIN**

+33 (0)4 73 98 60 63 // reservation@laventure.michelin.com

## HOW TO GET TO L'AVENTURE MICHELIN?



GPS COORDINATES:  
45.790779-3.105973



**DOWNLOAD  
THE FREE MOBILE  
APP!**

**Visit L'Aventure Michelin  
with your smartphone!**

The L'Aventure Michelin mobile phone app is your handy guide before, during and after your visit. Smartguides are available for rent at the reception desk so everyone can use the app (€3).



**FOR SOUVENIRS AND GIFTS, REMEMBER  
THE L'AVENTURE MICHELIN SHOP!**

The L'Aventure Michelin Shop stocks a wide range of handy and innovative by-products displaying the image of Michelin or the Michelin Man, including textile articles, magnets, pens, key-rings, mugs and posters, along with maps, guides and miniatures that will be a big hit with youth and elderly people!

**THE SHOP IS OPEN TO VISITORS  
FROM 10.30AM ON OPENING DAYS**

[boutique.laventure.michelin.com](http://boutique.laventure.michelin.com)

**L'AVENTURE MICHELIN**  
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