

Tire Topics

Contest Celebrates Over A Century Of Innovation

(NAPSA)—One hundred and twenty-five years ago, the Michelin brothers founded a tire company in France that would grow to become a global leader in innovation and quality.

To commemorate this anniversary, Michelin North America is encouraging people to travel in search of the famous Michelin Man in order to win prizes.

Called “Michelin’s Quest for Adventure,” the contest is being conducted in cooperation with Geocaching—the world’s largest location-based activity.

What Is Geocaching?

Geocaching is a real-world, outdoor treasure-hunting game using GPS-enabled devices. Participants navigate to a specific set of GPS coordinates and then attempt to find the geocache (container) hidden at that location.

In this case, the geocaching contest will award prizes to individuals who find one of nearly 1,500 Michelin Man tire pressure gauges hidden across the United States and who then share the most creative, adventure-inspired photo on Facebook, Twitter or Instagram using the campaign’s hashtag #MichelinQuest.

Each Michelin Man digital tire pressure gauge has a unique alphanumeric code that makes it trackable.

How The Contest Works

In the first phase of the contest, geocachers will voluntarily distribute the 1,500 Michelin Man tire gauge trackables throughout the United States. Within days, all trackables will be hidden and logged. To participate, users can create a free account on Geocaching.com, and use a GPS device or smartphone to navigate to a Michelin Man trackable in a geocache nearby.

Once they find a hidden tire pressure gauge, participants should record their find with an original, creative picture. Next, they log the find and share the photo on Facebook, Twitter or Instagram using the #Michelin-



Since 1889, a well-known tire company has helped to keep drivers on the road to safety. This year, its contribution will be celebrated with a contest.

Quest hashtag. The photo posting of the Michelin Man trackable serves as registration for one of the prizes.

Photos And Prizes

The tire gauges do not have to stay in their original locations. Participants are encouraged to move them from geocache to geocache across the country—documenting the adventure and logging the new location for others to find.

Those photos will then be added to the Michelin USA official Facebook page, where the photo that garners the most “likes” will win the grand prize—choosing between two incredible experiences.

The first is a fine dining experience at the exclusive gala to celebrate the launch of the MICHELIN Guide in New York City, San Francisco or Chicago. The MICHELIN Guide has been the gold standard in fine dining since 1900.

The second option is to attend one of the inaugural Formula E races in either Miami or Los Angeles. Formula E is the all-new, electric race car series.

Participants should keep in mind that if their social media account or photo is private or protected, photos will not be visible and thus not considered for the contest.

Michelin’s Quest for Adventure is open to all legal residents of the United States and will run until Dec. 31, 2014.

For more details, along with the contest rules, visit michelin.geocaching.com.