



IMSA COMPETITION MEMO IMPC #20-02

To: All IMSA Michelin Pilot Challenge Participants

From: IMSA Competition

Date: October 23

Re: 2020 Michelin Tire Pricing

Please find the memo from Michelin Motorsport North America regarding 2020 Michelin Tire Pricing



23 October 2019

Michelin Motorsport North America is pleased to have worked with all the teams in the IMSA WeatherTech Sportscar Championship (IWSC), IMSA Michelin Pilot Challenge (IMPC) and IMSA Prototype Challenge (IPC) series this season. The positive feedback received from many of you regarding our tire performance and the value of services provided at each event is sincerely appreciated—and inspires us to work harder still in the years to come.

Looking ahead to the 2020 season, Michelin recognizes that many teams are now working on budgets and sponsorship programs for next season and we acknowledge that tire costs are a significant portion of your budgets. With this sense of urgency in mind, we would like to share tire pricing with you for the 2020 IMSA season.

Over the past year, the cost to produce and deliver tires has risen significantly. To provide a bit of industry context, during the past 18 months, every major tire manufacturer has announced pricing increases of 5% or more in North America—most at least twice. A variety of market factors are adversely impacting tire prices, including:

- Raw materials, up >5%
- Shipping and logistics, up 15%-20% (depending on mode—ground, sea, air)
- Exchange rates, with the value of the dollar being off 3% versus the euro

These external factors have substantially driven up the cost of Michelin Pilot racing tires used for IMSA. Michelin Motorsport North America finds it necessary to adjust tire pricing for Michelin Pilot competition tires for use within IMSA’s IWSC, IMPC and IPC series. Effective 1 December, prices will increase by 3%. The new tire prices are as follows:

		Slick	Wet
GTD, GS, TCR, LMP3	27/65R18	\$ 458	\$ 458
	30/65R18	\$ 577	\$ 577
	30/68R18	\$ 592	\$ 592
	33/68R18	\$ 585	N/A
	31/71R18	\$ 603	\$ 603
DPi, LMP2	30/68R18	\$ 644	\$ 644
	31/71R18	\$ 664	\$ 664

Michelin recognizes that any price increase must be accounted for within team budgets and we have worked to keep this increase well under those being applied across the mainstream tire markets. This action is a signal of our commitment to the racer community without whom IMSA cannot be successful and grow.

The Michelin Motorsport North America team looks forward to working with you as we prepare to launch season two of the IMSA-Michelin era.