



12 August 2026

MMC-IMSA-2026-8

Michelin Motorsport Communication

Competition Tire Service – Michelin TRA Tire Fitting Portal

Objective

Customer service intent: Michelin views this TRA integration as an added customer service opportunity to support IMSA tire teams. The process is intended to improve visibility and tracking without adding time to the tire fitting operation.

Scope

1. **Michelin TRA launch:** Michelin will launch an internal system called TRA to support tire mounting and tracking at the Michelin tire fitting compound. All IMSA series and classes running Michelin tires are in scope of the project, with a staggered roll out plan as outlined in the Rollout section below.
2. **Team QR Codes:** Each IMSA Michelin team will receive a Team QR Code that allows team tire personnel to order tires for their respective car(s) through the Michelin TRA kiosk.
 - a. **QR Code distribution:** Michelin will send the QR Code to the current team email address on file. If an IMSA team has an assigned tire representative with a valid email address, Michelin can also send the QR Code directly to that individual.
 - b. **Backup copies:** Michelin and Jackson Motorsports Group will maintain hard copies of all IMSA team QR Codes in case team tire personnel do not have access to their QR Code.

Overall Process

1. **Submit tire request:** Team tire personnel will use the Michelin TRA kiosk to scan their Team QR Code and begin a tire order.
2. **Select vehicle:** The tire person will select the car for which the tires are being requested.

3. **Enter tire details:** The tire person will enter the set number and the tire position(s) requested for mounting.
4. **Add or complete request:** After entering the request, the tire person may add additional sets to be fitted or complete the transaction.
5. **Generate TRA ticket:** Once the request is verified, a ticket will be generated in the TRA system and the fitting process will begin.
6. **Pull and scan inventory:** JMG stock/storekeepers will pull the correct tires from inventory and scan each tire barcode into the order.
7. **Track mounting and balancing:** Each Michelin Tire Mounter will use a unique identifier to record who mounted the tire. At the end of the line, the Michelin Tire Balancer will also scan the tire to record their action.
8. **Close ticket:** When the final tire associated with the ticket is scanned at the balancer, the ticket will be closed and marked complete.
9. **Monitor Status:** A monitor on the side of the Michelin trailer will display ticket progress so team tire personnel can track the status of each tire request from drop-off through completion.

Rollout

Location	Race Event	Classes
VIR	Michelin GT Challenge at VIR	GTD-Pro
		GTD
		Mazda MX-5
Indianapolis	TireRack.com Battle on the Bricks	IWSC - All
		IMPC - All
		Mazda MX-5
Road Atlanta	Motul Petit Le Mans	Full Launch All Michelin Teams

- **Ford Mustang Challenge rollout will commence at the beginning of the 2027 IMSA Season**

Notes

Tire marking requirements: Teams should continue using the approved tire markings below when returning tires to the workshop:

- a. S – Save
- b. DMO – Dismount only
- c. X – Scrap tire
- d. Ø – Save for Michelin inspection