Michelin – South African trademarks

Updated 8 November 2026

Michelin is a French tyre maker – one of the largest in the world – producing tyres for cars, trucks, motorcycles, aircraft and mining equipment, as well as the Michelin Guide.

How Michelin has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#126
largest trademark owner in South Africa (of 121,626)

439
trademarks filed

6
different logos published since 2020

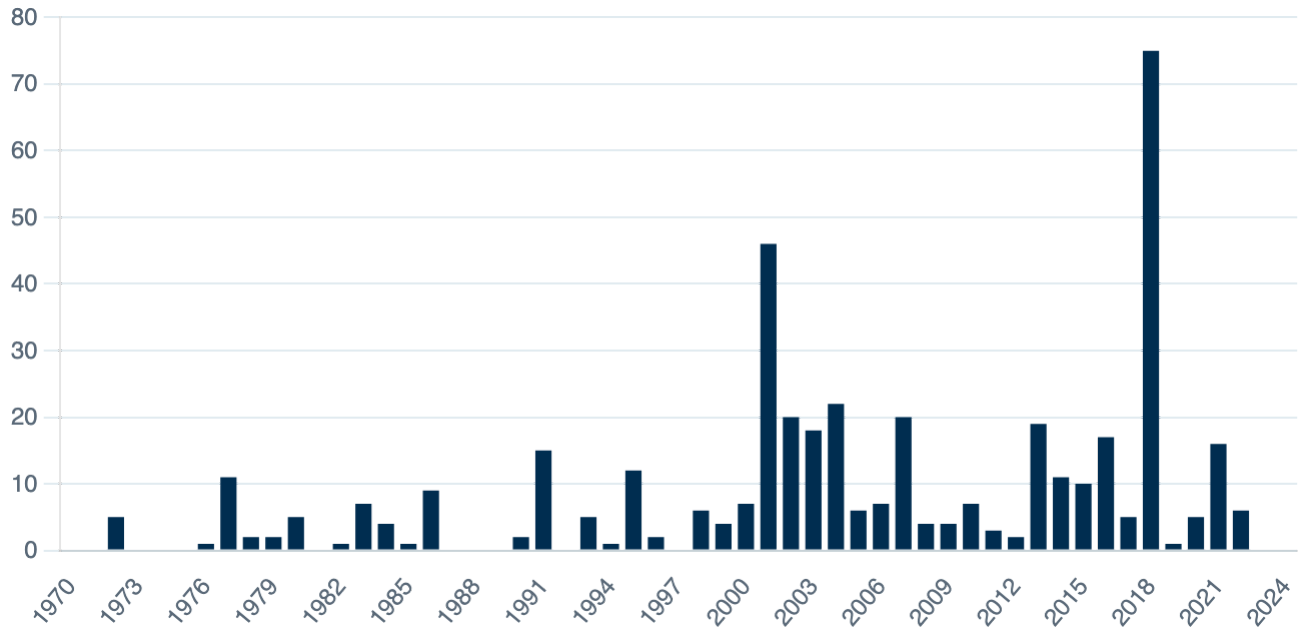
35
of 45 classes used

1927
first trademark filed

126
filed in the last 10 years

A portfolio built over time

Michelin filed its first South African trademark in 1927 and has filed 439 since; its busiest year was 2018, with 75 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

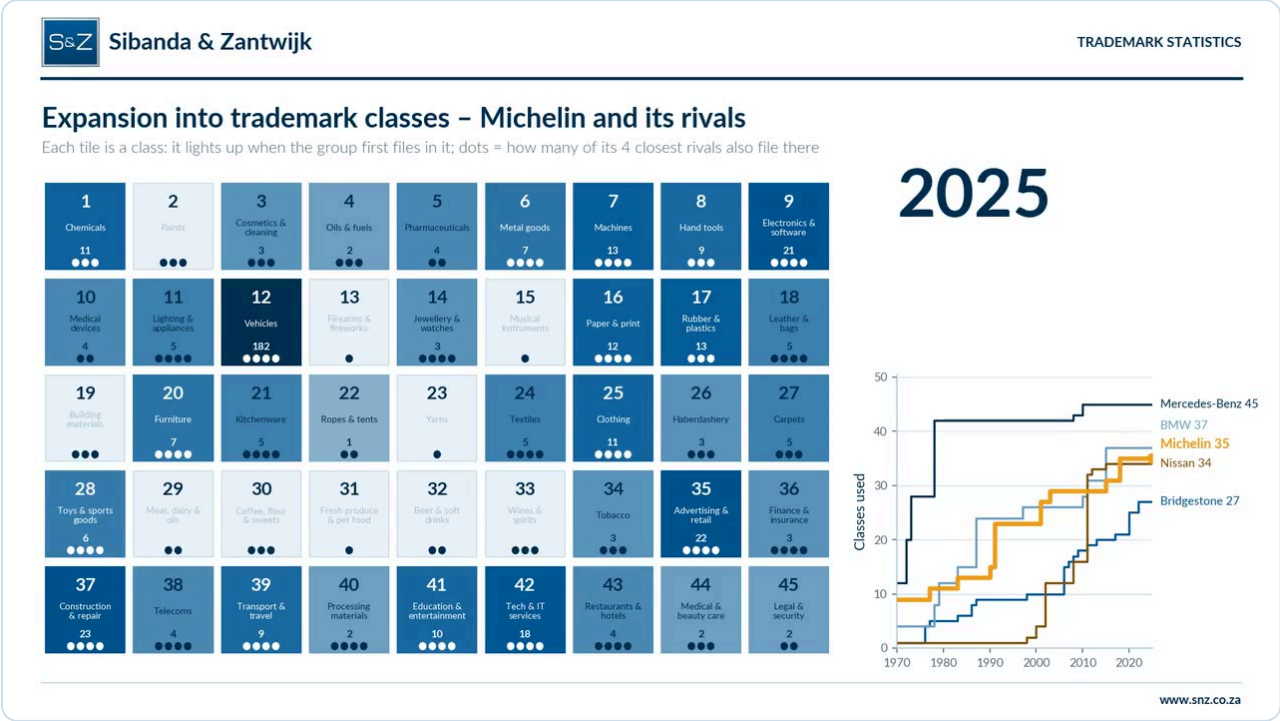
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Michelin	416	1968–2025
Compagnie Generale des Etablissements Michelin Michelin and Cie	118	1927–2006
Compagnie Generale des Etablissements Michelin Michelin Et Cie	36	1998–2007
Compagnie General des Etablissements Michelin	7	1963–2013

Where Michelin expanded its business

Trademark classes show what a business sells. Michelin's portfolio is concentrated in vehicles (class 12), construction & repair (class 37), advertising & retail (class 35). Its most recent moves were into oils & fuels (2018), processing materials (2018), legal & security (2018).

Michelin trademarks: expansion into trademark classes, 1970–2025



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/michelin-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
12 Vehicles	182	41.5%	1927
37 Construction & repair	23	5.2%	1983
35 Advertising & retail	22	5.0%	1977
9 Electronics & software	21	4.8%	1968
42 Tech & IT services	18	4.1%	1983
7 Machines	13	3.0%	1968
17 Rubber & plastics	13	3.0%	1927
16 Paper & print	12	2.7%	1968

The brands Michelin protects most

The word marks and logo names Michelin has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	MICHELIN	48	26	1972–2016
2	BIB	10	10	1977–1977
3	BFGOODRICH	9	8	1985–2015
4	TYRE PLUS	9	6	2003–2007
5	MOTION FOR LIFE	8	8	2021–2021
6	RECAMIC	7	4	1995–2004
7	ONWAY	6	6	2003–2003
8	TYREPLUS	6	6	2007–2007
9	ACTIVAIR	5	5	2022–2022
10	BEYOND ROAD	5	5	2021–2021
11	CAMSO	4	4	2014–2014
12	E TIRE	4	4	2000–2000
13	ROAD FREE	4	4	2014–2014
14	TK	4	4	2007–2007
15	4X4 SPECIALIST TYRE CENTRE	3	3	2002–2002

Logos filed most often (since 2020)



10 filings · 8 classes



2 filings · 2 classes



2 filings · 1 class



1 filing · 1 class



1 filing · 1 class



1 filing · 1 class

Michelin's logos

The 6 different logos Michelin has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.



8 classes



2 classes



1 class



1 class



1 class

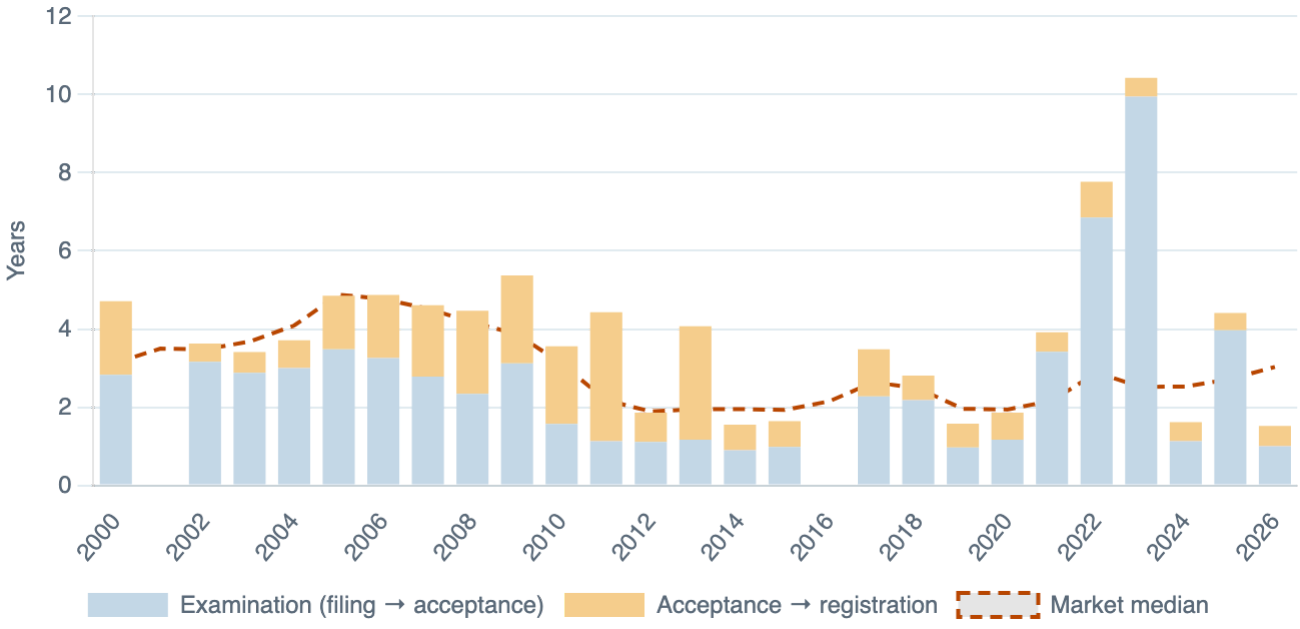


1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Michelin's marks took a median of **4.4 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 4.0 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

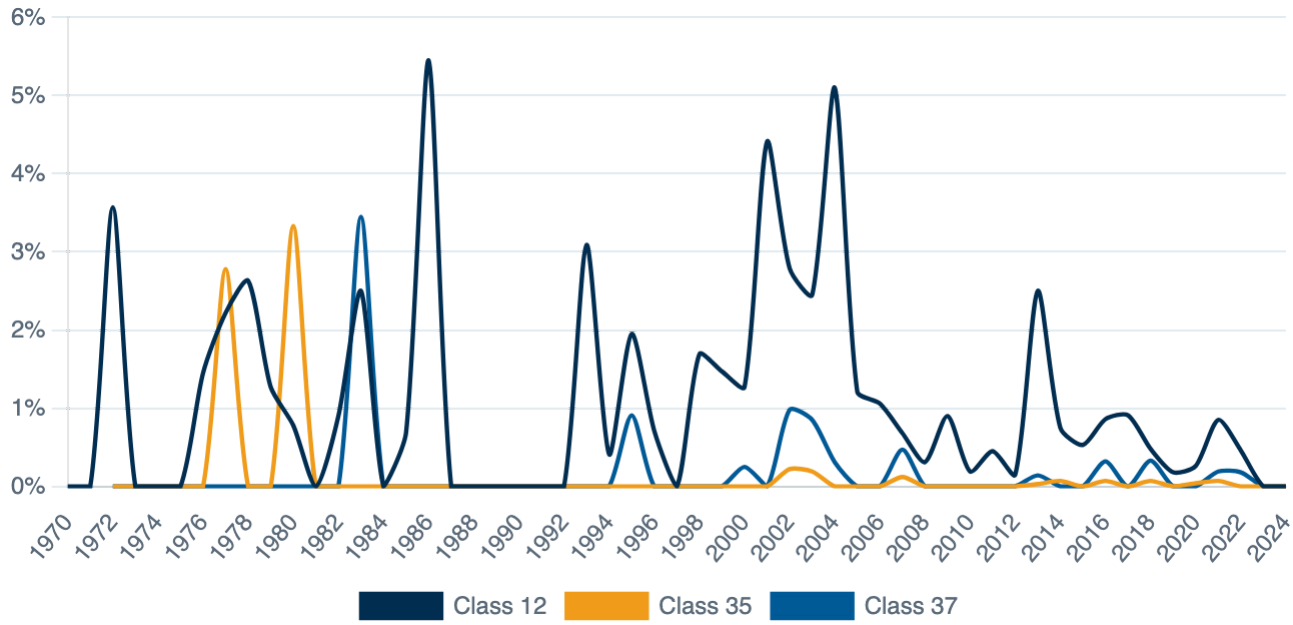


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Michelin's classes

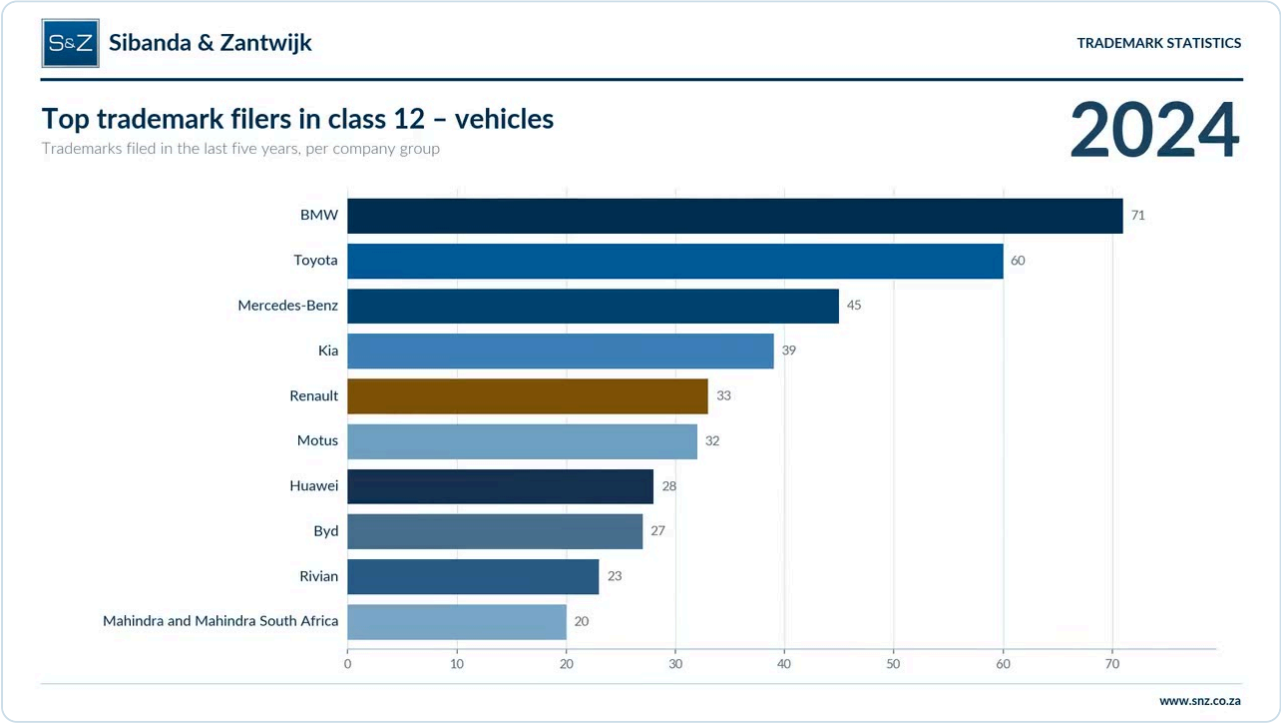
> Ranked by **number of trademarks filed in Michelin's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Michelin's market position, not who is most like it.

In the last five years, Michelin was **#43** of 891 filers in class 12 (vehicles), with 7 of 2,078 trademarks; **#397** of 1,255 filers in class 37 (construction & repair), with 2 of 2,181 trademarks; **#614** of 5,866 filers in class 35 (advertising & retail), with 3 of 11,124 trademarks.



Michelin's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Michelin



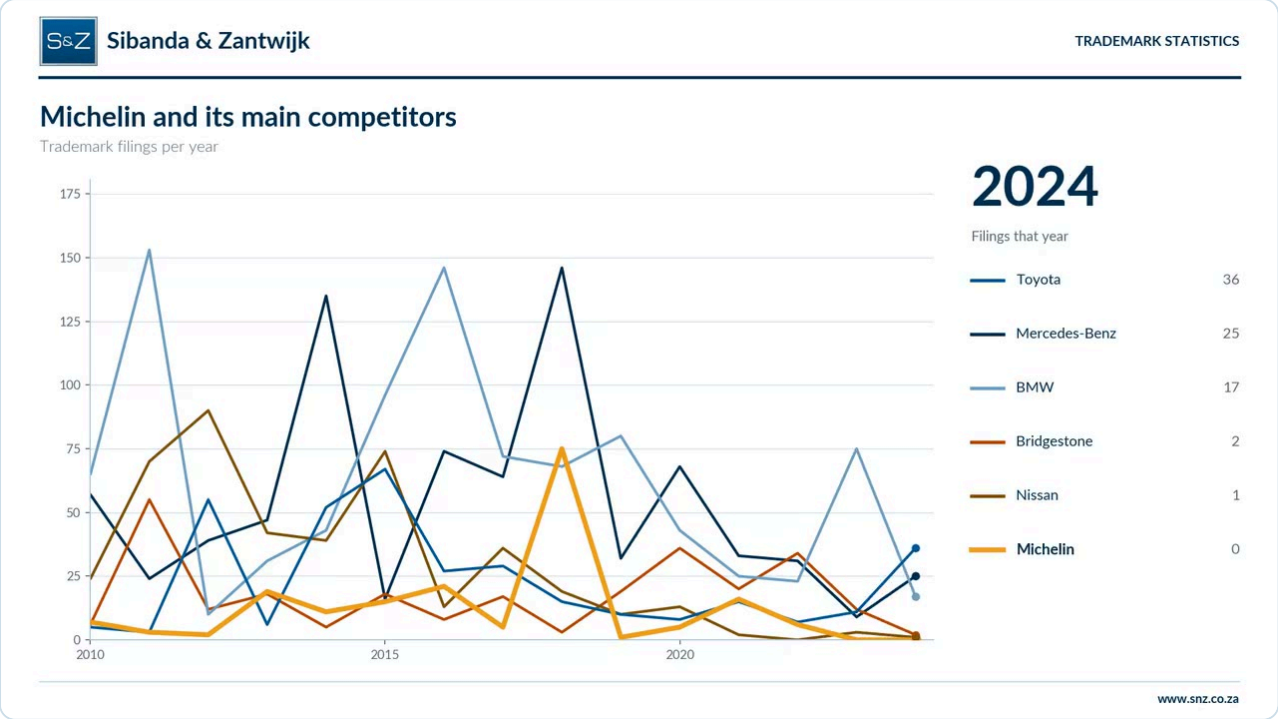
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/michelin-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Michelin

> Ranked by **how similar their whole trademark portfolio is to Michelin's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Michelin's closest competitors in South Africa are Mercedes-Benz, Bridgestone, BMW and Nissan.

Michelin trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/michelin-south-african-trademarks/competitors-video.html

Trademark filings per year: Michelin (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Mercedes-Benz	Direct competitor	90%
2	Bridgestone	Direct competitor	83%
3	BMW	Direct competitor	82%
4	Nissan	Direct competitor	80%
5	Toyota	Direct competitor	74%
6	Rivian	Direct competitor	71%
7	Porsche	Direct competitor	71%
8	Renault	Direct competitor	70%
9	Kia	Direct competitor	69%
10	Honda	Direct competitor	69%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Michelin – relevant export countries

South Africa exported **US$15.7 billion** of the goods Michelin's main classes cover in the last year – tires; vehicles; wheels; inner tubes (class 12); computer software; computers; computer hardware; sunglasses (class 9); machines; parts; machinery; agricultural (class 7); gutta-percha; asbestos; tapes (class 17); books; posters; stickers; pens (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Michelin's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	European Union	80	US$5.5 billion	+3%	National	US$2,388
2	United States of America	72	US$2.0 billion	+5%	National	US$3,425
3	United Kingdom	64	US$1.5 billion	+4%	National	US$1,371
4	Türkiye	59	US$539 m	+13%	National	US$1,258
5	Canada	57	US$125 m	+3%	National	US$2,192
6	India	56	US$28 m	+4%	National	US$1,295
7	Australia	55	US$297 m	+2%	National	US$2,380
8	Russian Federation	55	US$10.0 m	+14%	National	US$1,915
9	Switzerland	53	US$136 m	+3%	National	US$1,660
10	China	52	US$60 m	-2%	National	US$1,224

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 5 CLASSES
1	OAPI (17 states)	48	US$210 m	+8%	National	US$1,563 S&Z
2	Morocco	47	US$16 m	+25%	National	US$1,408
3	Nigeria	46	US$40 m	-5%	National	US$1,015 S&Z
4	Egypt	46	US$94 m	+2%	National	US$2,278
5	Algeria	44	US$841 k	+29%	National	US$1,445
6	Tanzania	43	US$121 m	+3%	ARIPO	US$450 S&Z
7	Zimbabwe	43	US$568 m	+11%	ARIPO	US$450 S&Z
8	Namibia	43	US$518 m	+16%	ARIPO	US$450 S&Z
9	Malawi	41	US$81 m	+39%	ARIPO	US$450 S&Z
10	Mozambique	41	US$352 m	+13%	ARIPO	US$450 S&Z

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 5 classes; ARIPO costs are per country, plus US$301 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
MICHELIN	26	US$5,278	US$5,441
BIB	10	US$2,030	US$2,487
BFGOODRICH	8	US$1,624	US$2,117
TYRE PLUS	6	US$1,218	US$1,748
MOTION FOR LIFE	8	US$1,624	US$2,117

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Michelin's five most-filed brands: word marks of **other companies** (not Michelin's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to MICHELIN (classes 9, 12, 35, 37, 42; searched 2019-06-26 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to BIB (classes 9, 12, 35; searched 2024-08-28 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
BIB	2024-08-28	35	CHISIK TRADING 105 CC

Similar to BFGOODRICH (classes 3, 6, 7, 8, 9, 12, 22, 25; searched 2019-02-27 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to TYRE PLUS (classes 12, 16, 35, 37, 41, 42; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to MOTION FOR LIFE (classes 9, 12, 16, 25, 35, 37, 42, 43; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

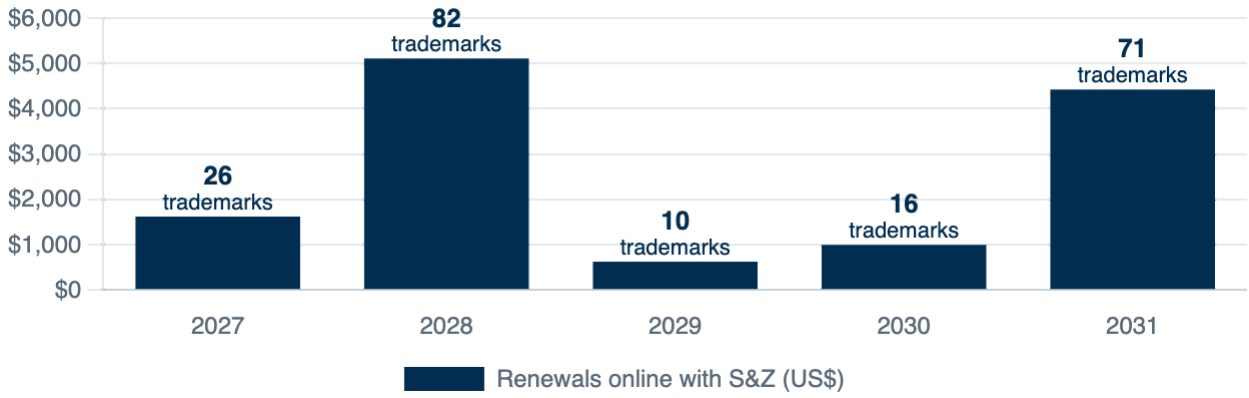
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Michelin's next five years of renewals

205 of Michelin's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$12,771 over the five years.



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