

Title: Ever wonder why Michelin sells tires and rates restaurants? The answer will help you understand the organic change that is needed with new products. Think GME crypto wallet

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So, starting with the title, we find that Michelin [sells tires](<https://www.michelinman.com>) and [they review restaurants](<https://guide.michelin.com/en/restaurants>) using their famous star system.

But why? These two don't seem related at all on the surface.

[This article is what we will be looking at.](<https://priceconomics.com/why-does-a-tire-company-publish-the-michelin-guide/>)

3 important points from the article to help ground your perception of the world, at the time that this was happening.

1. Why guides?

Michelin began publishing its “Red Guide” in 1900, when both cars and food tourism were novel luxuries. Its creators hoped that a guidebook offering information about hotels, restaurants, and roadways would lead people to drive more—and buy more Michelin tires.

2. New ways to do the same thing: travel

There once was a time when people had to be convinced that a car was useful. That was the situation in 1895, when brothers Edouard and Andre Michelin developed a new design for a car tire at their rubber company in Clermont-Ferrand, France.

3. The general population does not know what is out there and available.

For drivers, that information was essential. Gas stations did not yet exist, so drivers needed to know which pharmacies sold gasoline in several-liter containers. Motorists needed the timetables that listed when the sun set during the year, because highways did not yet have lights. Only a fraction of auto repair shops stayed open all year, which made it crucial to know which closed at the end of summer. Details like this distinguished the Michelin Guide from the tour books of the time, which assumed that people traveled by rail.

4. Small gestures, made continuously over time, extended often without promise of initial reward or compensation, will lead to large movements and provide for long term visions/goals to become a reality.

The Michelin brothers' efforts to make driving easier extended beyond the guide. Once company employees began rating hotels, they made clear to hoteliers that they should offer free parking. They also lobbied the government to put up road signs for motorists—Edouard Michelin is sometimes credited with inventing road numbers, because he convinced the government to enlarge the numbers it painted on highway posts. At times, company men put up road signs themselves.

If you made it this far into my post, I've listed 4 points after claiming 3 will be shared. The whole article is amazing and I encourage you all to dive into the story of the Michelin brothers. Look for parallels to today, especially with RCs strategy around the new future of gaming.

Sometimes perspective is important. This story highlights that. It seems like a no brainer to buy the best tires available, but what if you were in your great great grandfathers shoes. Cars were being invented and mostly used for rich people,; no social media to let you see other towns; a rapid reduction in travel time means you travel 1 day with car and it equates to 4 day with horse. Where do you go with this new found power?

GameStop story seems similar. The journey to web3, decentralized systems and blockchain. The folks over at GME Meltdown probably would have said to NOT buy a car, NOT to buy tires, NOT to support a local guide that shares info around neighboring town. Cause ya know there was already a system of carriages and what not that allowed you to travel to other places.