



Decade of action
for Road Safety
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PRESS RELEASE
Boulogne, May 2, 2012

Michelin receives Prince Michael International Road Safety Award in recognition of its outstanding global commitment

The Michelin Group's global commitment to road safety is considered to be a reference model. This is reflected in the fact that the company has received the Prince Michael International Road Safety Award at the Policy & Donor Forum, held in New York on May 2. *"Michelin is a global leader in road safety innovation not only through its product development but also in the field of care for its own employees,"* said His Royal Highness Prince Michael of Kent, Royal Patron of The Commission for Global Road Safety, and added: *"But its wider corporate commitment to community safety and international programs is an outstanding example to all businesses."*

As part of its corporate social responsibility commitment, Michelin constantly and actively deploys a global system designed to put a halt to this serious problem. That's because the Group's strategic focus on performance would be meaningless without an ongoing commitment to making roads safer, everywhere, around the world. In addition to its tires and their performance, Michelin supports measures to make driving safer, providing employees with training and promoting road safety to a wide public. Addressing the challenge of road safety represents a concrete application of one of Michelin's core values – respect for people.

Every week, more than 7,000 people around the world are killed in work-related traffic accidents, including when they are commuting to and from work. In response, the tire manufacturer has introduced internal campaigns promoting safer driving practices and more efficient travel management. Since 2009, all sales and marketing employees take part in road safety training courses. Information tools include a Road Safety awareness kit provided to all employees in countries where Michelin has manufacturing operations. In the UK, the accident rate of the Group's car fleet has been cut by more than half since a comprehensive driving policy was implemented five years ago.

In addition to these internal measures, Michelin over the past ten years has introduced a wide range of road safety programs in the countries in which it operates. While each program is adapted to the local situation and often conducted in or with host communities, they are all designed to raise awareness about road-related dangers. Many of the programs target young people, cyclists and pedestrians, who are considered to be the most vulnerable road users.

One outstanding example is **Michelin Junior Bike**, an initiative that helps young people learn traffic regulations in a fun way and shows them how important it is to wear a helmet when riding a bicycle. Since 1998 in Italy alone, over 184,000 children have participated in this program, which in recent years has also been held in France and is being introduced in more and more emerging countries. Other programs include **The Safest Way** for

schoolchildren, which is organized in partnership with local councils in Italy and Brazil, and **Fill up with Air**, which educates since 2003 motorists about the importance of maintaining the correct tire pressure in order to ensure their own safety as well as that of other road users.

All of these initiatives reflect Michelin's long term commitment, which is also expressed in involvement through road safety charters – signed at national and European level –. Michelin also supports programs launched by the Global Road Safety Partnership (GRSP), in particular its five-year pilot projects introduced in China, the ASEAN countries, India, Africa and Brazil. In May 2011, Michelin was amongst the first companies, to sign the Global Road Safety Commitment in support of the Decade of Action for Road Safety 2011-2020 launched by the United Nations. In 2012, Michelin is investing €6 million worldwide to support global road safety initiatives.

The Prince Michael International Road Safety awards

A cousin of Queen Elizabeth II, HRH Prince Michael of Kent GCVO is Royal Patron of the Commission for Global Road Safety. The Prince Michael International Road Safety awards are presented to organizations in recognition of outstanding achievements or innovations. First introduced in the United Kingdom by the Prince himself in 1987, the awards were made international in 2001 and the Prince has committed to supporting the Global Decade of Action for Road Safety with the awards.

The Michelin Group

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks and motorcycles. Michelin employs 115,000 people, has sales organizations in more than 170 countries and operates 69 production sites in 18 countries on five continents. The Group also publishes travel guides, hotel and restaurant guides, maps and road atlases and offers electronic mobility support services on ViaMichelin.com. The Group's research and innovation projects are conducted in technology centers in Asia, Europe and North America.

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