

Tyres & Safety



File ref./subject	Author/Dept.:	Date created:	Classification: D3	Retain for: WA
-------------------	---------------	---------------	--------------------	----------------

MICHELIN

THE GROUP AND OUR VALUES



CORE VALUES

- ◉ *Respect for customers*
- ◉ *Respect for people*
- ◉ *Respect for shareholders*
- ◉ *Respect for the environment*
- ◉ *Respect for facts*

cept in Europe (including the countries in the former Soviet Union) and in Africa and the Middle E



ROAD SAFETY

A HOLISTIC COMMITMENT

- ⦿ *Every year: 1.25m people killed & 50m injured*
 - Leading cause of mortality among young people.
- ⦿ *MICHELIN is helping to build awareness of good road safety practices amongst government authorities. We partner with (amongst others)*
 - **Global Road Safety Partnership**
 - **Youth for Road Safety (YOURS)** association
 - United Nations' **Decade of Action for Road Safety 2011-20**
 - International Automobile Federation's **FIA Action for Road Safety**
 - And work directly with public authorities and NGOs
- ⦿ *For more information on Sustainability please visit www.michelin.com*



TYRE HUSBANDRY – TYRE PRESSURES

AN ESSENTIAL PART OF TYRE SAFETY AND OPTIMAL PERFORMANCE

- ⦿ ***Your tyres are the sole point of contact between the vehicle and the road.***
- ⦿ ***Correct inflation pressures***
 - **Surveys show this to be one of the main neglected areas.**

PRESSURES TOO LOW

- ⦿ ***Poor handling***
- ⦿ ***Irregular wear***
- ⦿ ***Increased fuel consumption***
- ⦿ ***Reduced tyre life***

PRESSURES TOO HIGH

- ⦿ ***Poor handling***
- ⦿ ***Irregular wear***
- ⦿ ***Reduced tyre life***

Michelin offer various tyre pressure monitoring systems for most vehicle types.



TYRE LABELLING

CONSUMER AWARENESS



Fuel Efficiency

✓ measurement of rolling resistance



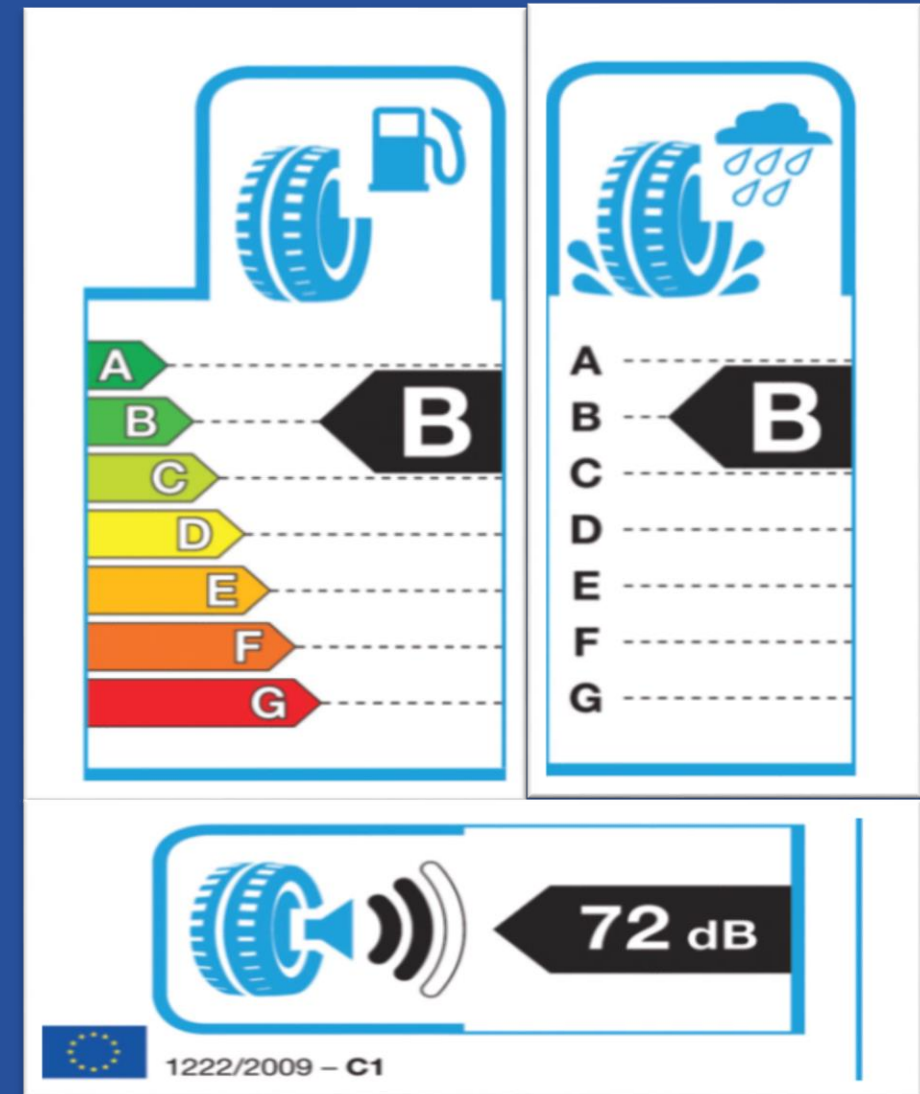
Wet Grip

✓ Improving road safety



Reduce the amount of noise

✓ measurement of external noise



Applies to car, van and truck products (excluding Retreads)



MICHELIN PRIMACY 4 - SUMMARY

NO1 FOR LONGEVITY & IMPROVED SAFETY



11,000m more

67 DIMENSIONS
LAUNCHED in 2018

7 dimensions in 15"
20 dimensions in 16"
30 dimensions in 17"
10 dimensions in 18"

WHEN **NEW**, BRAKING ON WET ROADS*

80



MICHELIN *PRIMACY 4*



Premium competitors*



+0.9 m



WHEN **WORN**, BRAKING ON WET ROADS*

80



MICHELIN *PRIMACY 4*



Premium competitors*



+2.8 m

For full test information please go to www.michelin.co.uk or visit our YouTube channel www.youtube.com/user/Michelin.



SUMMARY

⦿ *THE FOLLOWING ARE ALL ESSENTIAL TO ROAD SAFETY*

❖ LONG LASTING PERFORMANCE

❖ TYRE & VEHICLE MAINTENANCE

❖ CORRECT INFLATION PRESSURES

❖ RIGHT TYRE TYPE FOR THE APPLICATION

⦿ *CONTINUAL INNOVATION IMPERATIVE TO IMPROVED SAFE*





***THANKS
&
ANY QUESTIONS?***