

**ROADWORTHY CARS & TEENS:
OPTIMIZING A VEHICLE'S
SAFETY FOR TEEN DRIVERS
WORKSHOP**

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APRIL 3, 2016
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**BEYOND THE
DRIVING TEST**
Teens & Tire Safety



CAN WE STEER A BETTER COURSE?

THE FACTS SHOW:
TEENS ARE MOST AT-RISK
BEHIND THE WHEEL.



AUTOMOBILE CRASHES ARE THE NO. 1 KILLER OF TEENS IN AMERICA	2,614 TEEN DRIVERS OF PASSENGER VEHICLES WERE INVOLVED IN FATAL CRASHES IN 2013	BASED ON 2013 DATA, NEARLY 1 MILLION TEEN DRIVERS WERE INVOLVED IN POLICE-REPORTED CRASHES	ACCORDING TO 1 STUDY, 12% OF CRASHES AMONG INEXPERIENCED DRIVERS CAN BE ATTRIBUTED TO TIRE-RELATED ISSUES, SUCH AS INSUFFICIENT TREAD OR PRESSURE
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THESE CHALLENGES CREATE BARRIERS TO ROAD SAFETY INFORMATION THAT COULD ULTIMATELY CHANGE BEHAVIOR



TEENS
are taking the wheel in record numbers

DRIVER'S ED
Programs in schools have been cut

PARENTS AND TEENS
suffer from information overload

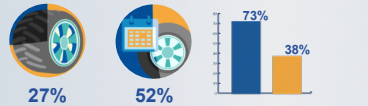


SINCE 2014, MICHELIN
- A BRAND BUILT AROUND SAFETY - HAS BEEN WORKING TO MAKE A SAFE TURN IN TIRE SAFETY EDUCATION FOR YOUNG NEW DRIVERS.

RESEARCH AND INSIGHTS

OUR 2014 AUDIT FOUND A SIGNIFICANT GAP -
Only two states had adequate tire safety information in their driver's education manuals, including how to properly check tire pressure and tread wear.

OUR SURVEY OF TEENS AND THEIR PARENTS
suggested a straight-line connection between gaps in driver's materials and teen knowledge.



27%
of teens never check the condition of their tires

52%
of teens don't inspect their tires at least monthly

73%
of teens said their parents taught them about tire maintenance, but only **38%** of parents consider themselves to be extremely knowledgeable on the topic.

TOGETHER, THESE DATA POINTS PROVE THE NEED TO TEACH OUR TEENS ABOUT TIRE SAFETY.

THE CAMPAIGN

BEYOND THE DRIVING TEST

Because so many vehicle crashes are preventable, Michelin and FIA have joined together to raise awareness of tire maintenance and safety.



OUR PARTNER
Fédération Internationale de l'Automobile (FIA)



OUR AIM
Put tire safety on the map with teens, parents, lawmakers and educators



IN LEARNING TO DRIVE

KNOWING ENOUGH TO GET A PERMIT OR LICENSE IS ONLY THE FIRST LAYER OF RUBBER ON THE ROAD. IT TAKES EVERYDAY AWARENESS AND KNOWLEDGE.

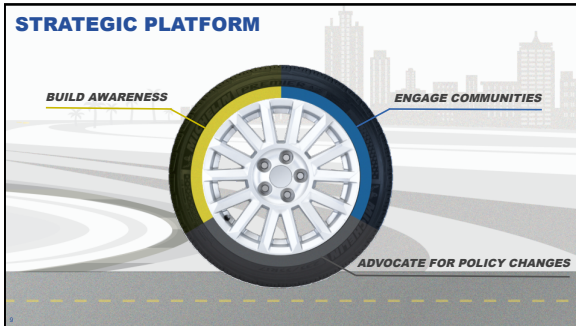
OBJECTIVES



GOAL 1
Improve driver's education curricula with the insertion of tire safety information (i.e., how to check tire pressure and tread depth) in order to reduce teen driving deaths and crashes.

GOAL 2
Build public awareness that will ultimately affect governmental action and change through partnerships with key road safety influencers and organizations.

GOAL 3
Solidify Michelin's commitment to road safety in the U.S. and remind consumers of the importance of tires.



BUILD AWARENESS

CAMPAIGN LAUNCH

100% FREE
GLOVE BOX GUIDE

1 2 3 4

TEEN YOUTUBE INFLUENCERS

YouTube

THE BEST ADVICE ON SAFE DRIVING

#SharingSafety Campaign with Katie Couric


Katie Couric @KatieCouric

What's YOUR best advice for staying safe on the road? Join me & @MichelinUSA in #SharingSafety! bit.ly/1VUSccT

Michelle #SharingSafety #stayingSafe Katie Couric

Michelle Couric has the same winning attitude as the city and towns across the best states for the year and for the best. The Best Advice That Got Louder.



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 **TEEN YOUTUBE INFLUENCERS**

ENGAGE COMMUNITIES

ADTSEA PARTNERSHIP

MIAMI HIGH SCHOOL EVENT



ADVOCATE FOR POLICY CHANGES

STATE-BY-STATE OUTREACH

ROAD SAFETY CONFERENCES



STATE-BY-STATE OUTREACH

WE HAVE BEEN WORKING STATE-BY-STATE TO GENERATE AWARENESS AND ASK STATE OFFICIALS AND AGENCIES TO ADOPT STANDARDIZED CURRICULUM.

- Our chairman and president, Pete Selleck, has also appealed to state officials through letters urging uncommitted states and thanking committed ones.

SINCE THE BEGINNING OF OUR EFFORTS, 13 STATES HAVE COMMITTED TO CHANGE THEIR DRIVER'S EDUCATION CURRICULA TO INCLUDE ADEQUATE TIRE SAFETY INFORMATION.

- These include states with high concentrations of teen drivers, such as Florida and Georgia, which have the third and tenth highest numbers of licensed drivers in the country.



"50 BY 2020" COMMITTED STATES



THE FOLLOWING STATES have committed to including consistent tire-safety information in their driver's education curriculum (e.g., how to check tire pressure and tread depth) by 2020.

Legend: ■ Committed, ■ Not Yet Committed

ROAD SAFETY CONFERENCES

We attended eight key road safety conferences in 2015, with a potential reach of 8,000 influencers. Our plans for 2016 include attending 11 national and regional conferences.

WE RECOGNIZE THAT IN ORDER TO AFFECT POLICY CHANGES, WE NEED THE ENDORSEMENT AND SUPPORT OF NGOS, ASSOCIATIONS AND OTHER INFLUENTIAL STAKEHOLDERS THAT FOCUS ON ROAD SAFETY.

2016 CONFERENCES PLANNED

ADTSEA Southeast: Myrtle Beach, S.C. (Feb. 25-27)	Lifesavers Conference: Long Beach, Calif. (April 3-5)	ADTSEA International: Portland, Ore. (July 17-20)	GHSA: Seattle, Wash. (Aug. 27-31)
ADTSEA FIA Workshop: Long Beach, Calif. (April 2)	ADTSEA Hawaii: Tire Safety Workshop & Aloha Stadium Teen Driver Event (April 8-9)	AAMVA International: Williamsburg, Va. (Aug. 16-18)	AAMVA Regional Conferences: (Will Attend All Four Regions)
