

PRESS INFORMATION

Michelin Expands ‘Beyond the Driving Test’ Campaign to Teens in the Classroom

First interactive experience teaches teens the importance of tire safety

HONOLULU, (April 7, 2016)—Michelin North America is expanding its innovative [Beyond the Driving Test](#) program to the classroom today at Moanalua High School where Michelin tire experts will deliver the Company’s first in-classroom Beyond the Driving Test experience to hundreds of teens.

Michelin’s teen tire safety tour continues at Farrington High School on Friday, April 8, and at Aloha Stadium on Saturday, April 9, for Operation Driver Excellence, Hawaii’s largest annual driver safety event that attracts hundreds of teens and their parents each year.

“Car crashes are the No. 1 killer of teenagers year-after-year, so Michelin has created Beyond the Driving Test with the goal of reducing those numbers by teaching tire maintenance and safety tips that will help save lives,” said Johnny Valencia, Michelin. “By interacting directly with teens in the classroom and in focused learning settings such as Operation Driver Excellence, Michelin is emphasizing the importance of safety and showing how easy it is to check and care for your tires.”

On the heels of these teen-focused events, Michelin and the American Driver and Traffic Safety Education Association (ADTSEA) will also deliver joint tire safety workshops for nearly 100 Hawaii public high school driving instructors on Saturday, April 9, and Sunday, April 10, in Honolulu.

“Teaching tire safety is critical to reducing the number of crashes and deaths on America’s roadways,” said Sheryl Wilkerson, vice president of government affairs for Michelin North America. “Michelin is committed to informing teens, their parents, educators and lawmakers about the importance of tires to vehicle and driver safety with Beyond the Driving Test.”

Visit [this link](#) to download a copy of the ADTSEA tire safety curriculum.

In 2015, Michelin and ADTSEA published the first formalized tire safety curriculum in the United States as a component of ADTSEA’s national curriculum for driving instructors. In addition to the Hawaii workshops, Michelin and ADTSEA have delivered free workshops for hundreds of driving instructors in Florida, North Carolina, and South Carolina. The curriculum was also delivered last week in Long Beach, Calif. at the Lifesavers conference, where Beyond the Driving Test was featured as part of the conference.

Michelin launched Beyond the Driving Test in 2014 with the [Federation Internationale de l’Automobile](#) (FIA) to improve road safety. The following year, Michelin and the FIA selected ADTSEA for a \$100,000 grant to create the tire-safety curriculum. In addition to educational outreach, Beyond the Driving Test also aims to ensure all 50 states and the District of Columbia include consistent tire-safety information in their driver’s education materials by 2020.

About Michelin

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. The Company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America (www.michelinman.com) employs more than 22,650 people and operates 20 major manufacturing plants in the U.S., Canada and Mexico.





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