

Direction des Affaires Publiques
Délégation permanente auprès de l'Union Européenne

MICHELIN
**Contribution to the consultation on the EU Road Safety Action Plan 2011
- 2020**

Sustainable mobility must reconcile the independent travel needs of the population and their communication requirements at a reasonable cost and as safely as possible with upholding key human and environmental values today and in the future.

But today the inevitable growth and the dramatic rise in road fatalities rates are the two major issues we are facing with.

Why is Michelin interested in these issues? Because it had been proved that road safety is the 10th cause of mortality in the world but the 1st highest cause for the young people between 15 and 29 years old, the 2d for 5-14 years old and the 3d for 30-44 years old. Thus our Managing Partners raised the issue in our Michelin Performance and Responsibility approach. Moreover Michelin has a legitimate role to play in ensuring the safety of our customers with regard to their use of tyres and in defending the road mobility cause. Eventually in 2004 Michelin decided to emphasize its commitment to improving mobility in order to protect the environment and to promote road safety.

Michelin has identified two main themes which are a priority commitment for the Group: correct tyre pressure, a theme that is directly linked to the company's core business and the protection of young people who are the main victims of road accidents and whose protection relies mainly on training. Michelin is working hard to respect these commitments also with the help of partnerships we made with some governments, the police, schools, road safety associations, automobile clubs, businesses, the Global Road Safety Partnership (GRSP) and Global Road Safety Initiative (GRSI) and the World Health Organization (WHO). Since 2004 Michelin is also signatory of the European Road Safety Charter and has renewed its commitment this year. Michelin is at last working with the Commission on a road safety project towards young people (ROSYPE).

The European Union has to play a key role in road safety by setting ambitious targets in its fourth Road Safety Action Programme, launching new initiatives, foreseeing further legislation where appropriate and showing a high level of commitment in reaching the set targets. Michelin observes that some improvements have been made but **important actions are still needed to reduce the harm.**

Michelin welcomes the Commission's will to pursue an ambitious road safety policy, in particular by targeting high risk groups such as **young/elderly drivers and vulnerable road users (two wheelers, cyclists and pedestrians especially)**, raising the awareness for safety amongst all road users and reinforcing traffic safety education and testing. The awareness and responsibility of all road users need to be further reinforced and promoted through better driver' training and behaviour, as well as through information campaigns at EU, national and/or local level.

Michelin would like to remind that the **tyre industry** has contributed and will continue to help in reducing the number of casualty and accidents. Especially the EC 2009/661 regulation which fixes a mandatory fitment of accurate and fast tyre pressure monitoring system on passenger car adopted this year will help the Commission in achieving its objectives.

Innovation in general and more specifically **ITS applications** are also crucial assets to help the Commission in its willingness's to improve road safety. But we also have to take into account that each category of road users – motorists, professional drivers, two-wheelers and pedestrians –will benefit from better trained and intelligent users. Innovative in-vehicle solutions will assist the drivers in the interaction with other users. Therefore EU policies need to be driven from research to effective deployment strategies.

Finally Michelin thinks it is important that the Commission could commit itself to encourage the realisation of **international actions** like the Decade of Action which would be key objectives rose during the First Global Ministerial Summit on Road Safety (Moscow, 19 and 20 November 2009).