

## Michelin's Green Meters

*Every second, around the world, Michelin's green energy saving tires help to reduce fuel consumption and thus CO2 emissions*

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Beginning on October 30, 2007, giant meters will be projected in four major cities in today's modern world—Berlin, New York, Paris and Shanghai. These meters will show in real time the fuels savings and reductions in CO2 emissions since 1992—when this revolutionary technology was first introduced—thanks to Michelin's low rolling resistance tires.

Featuring Bibendum—the world-famous Michelin Man—the meters will be projected at 7:00 p.m. local time on the façade of the Park Inn Hotel in Berlin, in Times Square in New York, in the Port de Suffren at the foot of the Eiffel Tower in Paris and on the City Group Mansion tower, across from the Bund, in Shanghai.

In 15 years, compared to all other types of tire, the 570 million Michelin green energy saving tires sold worldwide have reduced fuel consumption by an estimated 9 billion liters, resulting in a reduction of CO2 emissions of 22 million metric tons, the equivalent of the amount absorbed by 880 million trees in one year. This means that every second 43.9 liters of fuel are saved and 109.14 kilograms of CO2 are not released into the atmosphere. These figures will be on display to millions of people around the world.

As a responsible citizen of the Earth, Michelin wants to build awareness among consumers around the world of the contribution that Michelin tires can make to environmental protection.

That's because choosing the right tire can make a significant impact with regard to the environment, and the figures on display to a global audience prove it. This is especially important at a time when experts agree that road transport is a major source of emissions of CO2, one of the greenhouse gases that are responsible for global warming.

Fully aware of this challenge, Michelin, which allocates nearly 4% of its annual net sales to research and development, has made the design of low rolling resistance tires a key component of its innovation strategy.

So that consumers integrate 'green' criteria into their choice of tires, Michelin wanted to widely inform the public of the tire's impact on fuel consumption and on the environment. For Michelin, this initiative truly represents 'a better way forward.'

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**Page 1/2**

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