

Michelin solutions' App, MyBestRoute, wins the SITL Technology and Information Systems Innovation Award

On Wednesday, March 21st, on the occasion of the 18th edition of the Logistics Innovation Awards, SITL declared Michelin solutions' MyBestRoute application as the winner in the *Technologies and Information Systems* category.

MyBestRoute is a web application dedicated to transport professionals for Fleet Operations Managers and will calculate routes and all associated costs. It will be possible to calculate, in just a few clicks, the cost of use of different routes and the quantity of CO₂ emitted, taking into account the configuration of the vehicle and load. These characteristics correspond perfectly to the criteria for the Technologies and Information Systems category, which rewards "a logistics information management solution that, through its technological relevance, makes it possible to tangibly optimize the supply chain through a better interface between different links and actors that compose it".

The jury, formed from major decision-makers in the retail and supply chain logistics industry, appreciated the ease and speed of use as well as the precision of the results, which incorporate the key parameters required by the professionals of the transport industry. A detailed comparison of options allows the operations manager to choose and remember his route according to his priorities. The application facilitates route planning and incorporates the generic configurations of the vehicles that can be modified by the manager to be more representative of his fleet.

Denis Joubrel, Europe Director of Michelin's Services and Solutions Business Line, received the SITL Trophy on behalf of the Michelin Group commenting: "We are very pleased to receive this award on behalf of Michelin's teams. The services we co-develop with our customers meet the real needs of the profession and help improve their overall performance and reduce operating costs. "

This SITL innovation award is in addition to the Road Safety Innovation Award, won by Michelin in February for other new services presented at the Solutrans show. These dedicated driver applications digitalise and simplify vehicle inspection, training and driver motivation tools.

Michelin, the leading tire company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 187 million tires in 2016 (www.michelin.com)