



## Michelin Extends Public Invitation to MOVIN' ON, the Global Meeting Place for Action in Sustainable Mobility

Montreal plays host to global and local visionaries at upcoming summit

**MONTREAL, April 19, 2017** — Michelin, a world leader in sustainable mobility and innovation, invites visionaries, entrepreneurs and green-conscious advocates to attend MOVIN' ON, the 2017 edition of the world's premiere and longest-running forum for sustainable mobility. For the very first time in its history, the global event is being held in Montréal, celebrating the city's 375<sup>th</sup> Anniversary. Conceived in collaboration with the City of Montreal and C2, the June 13-15, 2017 summit is being hosted at the Arsenal venue; convening the public and experts to innovatively move ideas to action for safe, clean, connected, efficient and inclusive mobility.

Claire Dorland-Clauzel, Executive Vice President, Sustainable Development, External Relations and Brands, Michelin Group, says "Montreal is a Smart City and every day its many commercial key players work progressively, sometimes as behind the scenes leaders, within the global sustainable mobility ecosystem. Since 1992 and the release of the 1<sup>st</sup> fuel-efficient tire, Michelin has reaffirmed its vision of effective, sustainable mobility with the goal of helping people and goods to move about more efficiently. In addition to company-level initiatives, Michelin also wants to pursue the dialogue with creative stakeholders in order to invent the future of mobility." Claire Dorland Clauzel continues "We all know that brainstorming can lead to breakthroughs, and that is why Michelin is working with C2 to create a tremendous laboratory for innovation. Workshops and collaborative sessions compliment the creative space and together will serve as the forum for participants to address mobility challenges for growing urban areas."

"Montréal's mobility ecosystem is ripe for thoughtful actions, and playing host to MOVIN'ON is a natural fit for our city," said Denis Coderre, Mayor of Montréal. "Montreal's forward-thinking mobility cluster, which includes global stakeholders in the aeronautical and electric clean transport sectors, plus our ongoing efforts to make the City a more electric vehicle friendly one, are all reasons to convene here for visionary exchanges."

### **Ambition to Action**

Movin'On will focus on moving ambition to action, with activities and discussion centering on main challenges and concrete solutions for sustainable mobility. Six ambitious themes drive the conversation:

- 1- New transportation experiences**, which include collaborative mobility, user experiences, multimodal transportation, and the innovative business model;
- 2- Toward intelligent mobility**, with key topics encompassing both big data and open data, autonomous vehicles, deep learning and predictive technology, as well as integrated mobility and Factory 4.0;
- 3- Moonshots in mobility** will cover innovative technologies, reinventing infrastructure, and dreaming the impossible;
- 4- Circular economy development**, explores the opportunities brought about by additive manufacturing (3D printing), new sustainable approaches to vehicle design and manufacturing, and durability versus planned obsolescence;
- 5- Regulatory and policy incentives**: sessions will take a look at measuring the environmental impact of our actions, financing future solutions, new regulatory tools and financial incentives, and the role of cities as key players in sustainable mobility
- 6- Toward safe, clean and effective mobility for all** : focusing on electric and lighter transportation modes, development of adapted infrastructures and improving road safety.

MOVIN'ON is a unique opportunity for private and public actors to cross pollinate their expertise and experiences for the future of mobility.



### **About Movin'On**

Presented by Michelin in association with C2, Movin'On is the international summit for action in sustainable mobility. Movin'On 2017 will be held at the Arsenal in Montreal, Quebec, June 13-15. The symposium experience will feature inspiring keynote presentations, hands-on collaborative sessions, networking opportunities and technology exhibitions. Participants from business, government and academics will collaborate and explore new actions to resolve global challenges that will define the future of mobility. For tickets or more information, please see [movinon.michelin.com](http://movinon.michelin.com).

### **About Michelin Group**

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 184 million tires in 2015. ([www.michelin.com](http://www.michelin.com))

### **About C2**

C2 is a global convener on a mission to transform executives and organizations that are ripe for change — whether they know it or not. In a collaborative context specifically designed to provoke collisions and spark new ideas, C2 gets leaders to challenge their biases, shift their perspectives and explore completely new ways of doing business. C2's reinvention of the international conference experience started with the annual C2 Montréal event, which has been described as "challenging conventions" by The Economist and "a business conference unlike any other" by the Harvard Business Review. After Zurich, Milan, Copenhagen, Amsterdam, Rome and San Francisco, C2 is now expanding its reach across all continents. See [c2.biz](http://c2.biz) for more information.

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