

## Michelin Enhances Mobile Apps Bundle to Make Travel Easier for Everyone

Michelin has introduced MICHELIN Mobility Apps, a bundle of free applications to assist people whenever they travel for business or pleasure. Already available in France, it will be launched in Germany, Spain, Italy and the United Kingdom at year-end.

Right the beginning, Michelin broadened its scope of business to become a travel companion, assisting, supporting and guiding motorists wherever they roamed. Building on its experience in personal mobility products and services, as attested by the more than 50 million visits to its travel assistance websites every year, Michelin is revisiting its mission by enhancing it in 2013 with even more comprehensive services.

At some point every motorist has to choose the right tire, get advice on servicing and maintenance, prepare and calculate an itinerary, or find out the latest weather, traffic and road hazard information. To provide support at every step of the way, Michelin has introduced a bundle of six free applications.



**MICHELIN MyCar** helps motorists prepare their journeys with complete peace of mind, by offering a tire and vehicle servicing guide, support in choosing the right tire and locating the nearest dealer, and weather alerts to improve itinerary planning. It also delivers a wide range of Michelin advice for maintaining and equipping a car, as well as for enjoying a safer, more comfortable drive.



**MICHELIN Navigation** (formerly MICHELIN Traffic) offers real-time traffic information along with a new, easier-to-use GPS navigation and guidance system with a clean graphical interface and a simple presentation of directions, road hazards and traffic events (roadworks, traffic jams, etc.). For a safer drive, speed limits are constantly displayed, along with visual alerts when they are exceeded.



**ViaMichelin** features the main route planning functions of the ViaMichelin website, including interactive maps with geolocation, driving, cycling and walking route calculation options, with a choice of several routes displayed in map or roadmap mode. In addition, a large number of options allow users to display parking garages, service stations and other information.



**MICHELIN Restaurants** offers a very broad choice of restaurants in France, enhanced with user comments. It allows users to find a nearby restaurant by address or name, and identifies restaurants selected in the MICHELIN guide France 2013 with a “Tested and recommended by the MICHELIN guide” pictogram.



**MICHELIN Hotels** lets users find and book a room in one of more than 300,000 hotels around the world. Hotels selected in the MICHELIN guide are especially highlighted.



**MICHELIN Travel** takes users across 85 countries and 30,000 tourist attractions selected by the MICHELIN Green Guide. Located either nearby or through an address, each attraction is displayed with a wealth of useful information, including photos, descriptions, MICHELIN recommendation, reviews and opening times. In this way, the user can create and download a personalized travel book.

### **A bundle of free mobile phone apps, downloadable in one click**

The bundle may be downloaded from:

- The website: [www.michelin.fr/mobility-apps](http://www.michelin.fr/mobility-apps)
- The mobile site: [m.mobility-apps.michelin.fr](http://m.mobility-apps.michelin.fr)
- iTunes App Store and Google Play

**Media Contact: + 33 1 45 66 22 22**

