



SUSTAINABLE MOBILITY POWERING CLIMATE ACTION

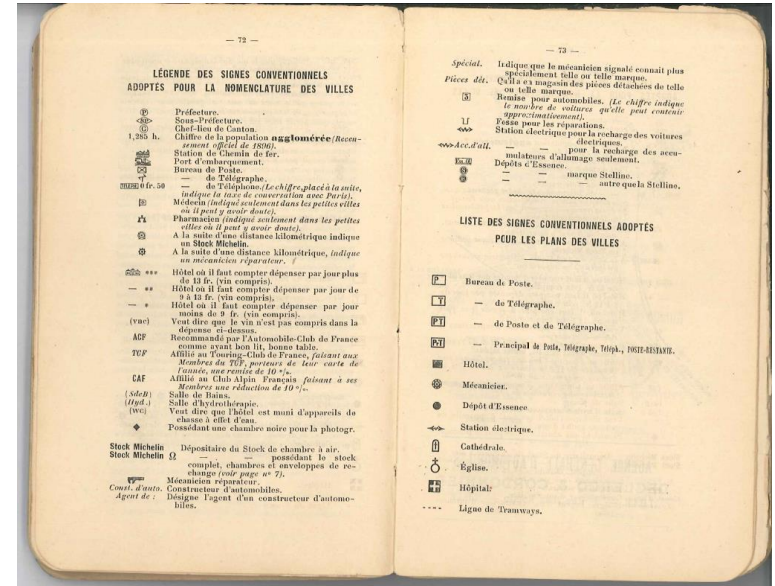
MICHELIN PRESENTATION

MICHELIN AND ELECTRIC MOBILITY A LONG STORY

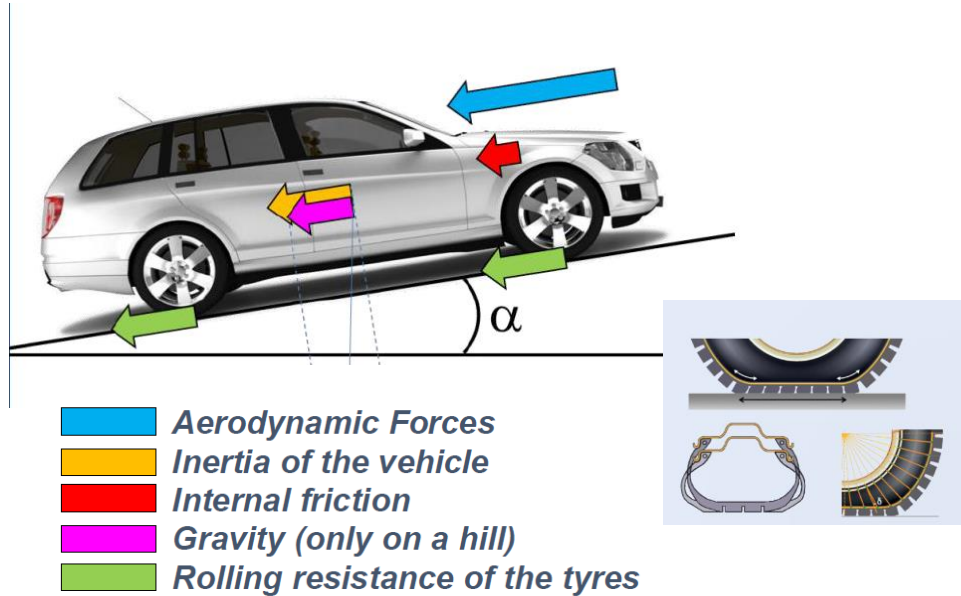


1899: Michelin tyres on the electric car
« la Jamais Contente »

1901 Michelin guide: mention of the electric charging points for cars

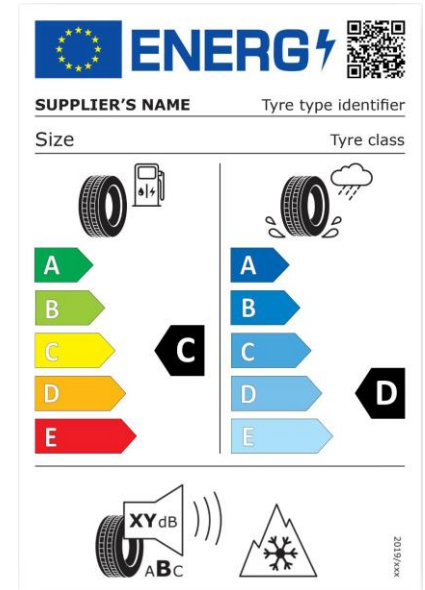


TYRE ENERGY CONSUMPTION THE ROLLING RESISTANCE



Rolling resistance of tyres: one of the forces influencing energy consumption of the vehicle

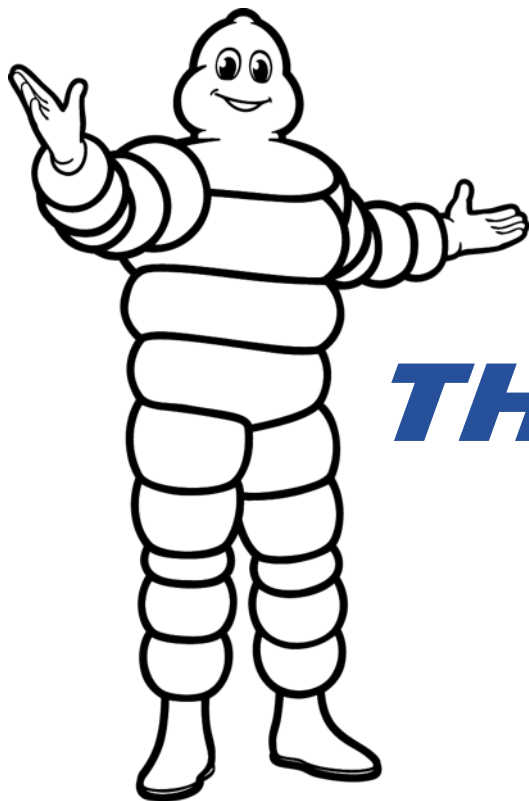
The European tyre labelling regulation provides information on the level of rolling resistance of tyres.



New version of the sticker following revision of the tyre labelling regulation, which will be applied as of 1st of May 2021 – Regulation EU 2020/740

KEY LEVERS TO ACHIEVE DECARBONIZATION OF MOBILITY

- Shift to zero emission mobility in the road transport needs:
 - Incentivization of zero-emission vehicles, to make them affordable
 - Deployment of infrastructures
- Beyond zero-emission vehicles, all levers to contribute to decarbonization must be used.
- Working as ecosystems is a necessity, so that all stakeholders can contribute to the path towards climate neutrality.



THANK YOU