

## PRESS INFORMATION

### Michelin Advances Teen Road Safety Education at 2016 Lifesavers Conference

#### *New Beyond the Driving Test website launches at ADTSEA tire safety workshop*

**LONG BEACH, Calif., (April 2, 2016)**—Continuing its ongoing commitment to improving road safety and raising awareness among teens, parents, educators and lawmakers of the importance of tire safety education, Michelin North America today launched the new [BeyondtheDrivingTest.com](http://BeyondtheDrivingTest.com) ahead of the [2016 Lifesavers conference](#) and FIA Formula E Long Beach ePrix.

Visit [this link](#) to experience the new Beyond the Driving Test campaign website.

Michelin unveiled the new online resource during a day-long tire safety workshop for California driving instructors and government officials hosted in association with Lifesavers and the American Driver and Traffic Safety Education Association (ADTSEA).

“Michelin is committed to advancing road safety worldwide. In the U.S. we have created Beyond the Driving Test to focus on teen drivers, who continue to lose their lives on our nation’s roadways at alarming rates,” said Scott Clark, chief operating officer of Michelin Americas Small Tires. “The new BeyondtheDrivingTest.com provides a highly engaging platform for sharing simple tire safety and maintenance tips that can help save teen lives.”

The redesigned website features tire safety content, animated short films and a collection of innovative videos from teen YouTube stars, Michelin experts, and Katie Couric, who supported Michelin for a teen road safety campaign in 2015. The user-friendly platform also includes free downloads of the ADTSEA tire safety curriculum.

Visit [this link](#) to download a copy of the ADTSEA tire safety curriculum.

“Michelin’s mission for BeyondtheDrivingTest.com is to connect young drivers, their parents, teachers and state lawmakers with the information and resources needed to reduce traffic fatalities due to tire safety and maintenance issues,” said Clark. “The Lifesavers conference is an ideal venue for Michelin to unveil this online resource that aims to make our roads safer for teen drivers.”

In addition to the ADTSEA workshop, Michelin will present the Beyond the Driving Test campaign during a Lifesavers road safety panel discussion and will exhibit in the main conference hall at the Long Beach Conference Center April 3-5. This is Michelin’s second year as a sponsor of the Lifesavers conference.

Michelin launched Beyond the Driving Test in 2014 with the [Federation Internationale de l’Automobile](#) (FIA) to improve road safety in the United States. In addition to educational outreach, Beyond the Driving Test also aims to ensure all 50 states and the District of Columbia include consistent tire safety information in their driver’s education materials by 2020.

In 2015, Michelin and ADTSEA published the first formalized tire safety curriculum in the U.S. as a component of ADTSEA’s national curriculum which has been delivered to driving instructors across the country. In addition to the Long Beach event at Lifesavers, Michelin and ADTSEA have provided free tire safety workshops for hundreds of driving instructors in Florida, North Carolina and South Carolina. The curriculum will also be delivered on April 9-10, in Honolulu to more than 100 driving instructors in conjunction with the state’s annual Operation Driver Excellence event.



## **About Michelin**

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, Earthmovers, farm equipment, heavy-duty trucks and motorcycles. The Company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America ([www.michelinman.com](http://www.michelinman.com)) employs more than 22,650 people and operates 20 major manufacturing plants in the U.S., Canada and Mexico.

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