

# ANEXO 1

## FIRMA CARTA EUROPEA SEGURIDAD VIAL



### European Road Safety Charter

Iniciativa de la Comisión Europea



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#### Perfil del signatario



30 Jun 2009

#### Michelin Europe

France | *Enterprise*

Michelin is a leading figure in the tyre industry, representing 17.2% of global sales. Its fields of action also include mobility assistance systems (ground contact systems) and travel assistance services (ViaMichelin, travel guides and road maps). The company has 69 production sites throughout the world, employs a total of 125,000 people and is present in 19 countries.

#### Compromiso

1. MICHELIN undertakes to contribute to reducing accidents on the road in Europe by deploying internal awareness actions for its personnel through the "Conduite et Bonne Conduite" [Driving and Good Conduct] campaign, which seeks to deal with road user behaviour issues in the broadest sense of the term (including pedestrians, cyclists, motorcycle and automobile drivers). Journey risks and mission risks will be considered priority fields. With regard to mission risks, training courses will be organised for all members of staff (primarily marketing representatives) going on missions, as well as driving audits with refresher courses for accident-prone drivers.

2. MICHELIN undertakes to contribute to raising driver, public authority and media awareness about the importance of checking tyre pressure. In order to do so, we are setting up tyre check and inflation stations (BiB Gonfleur) on motorways, main roads and all Michelin sites in Europe. All of the tyre pressure checking operations, the BiB Gonfleur stations and the distribution of leaflets at peak summer and winter holiday periods target four million vehicles every year.

3. MICHELIN undertakes to contribute to improving road user information through Michelin cartography (incorporating maps in guides or atlases identifying dangers on routes through colour coding, based on indisputable international criteria such as mortality and accident rates for main roads, national statistics and WHO/GRSP statistics). For our subsidiary group, ViaMichelin, we are developing a "safer route" option. Our publications will also convey general road safety messages and advice based on national and European issues.

The Michelin action plan seeks to raise road safety awareness among more than 12 million people over three years, since the tyre pressure check operations target four million vehicles per year, i.e. a total of over 12 million people in three years (on the basis of one person per vehicle). In addition, Michelin will continue to raise road safety awareness among and provide training for its 80,200 European employees (training targeting primarily those members of staff going on missions and marketing representatives).

Michelin undertakes to distribute four million leaflets at peak summer and winter holiday periods. Michelin will also provide public authorities, teachers and trainers (at driving schools) with good practice manuals (to accompany the various training projects).

[Contactar con signatario](#)

#### Datos del signatario

**Signatory Type:** *Enterprise*  
**Country:** France  
**Website:** <http://www.michelin.com>

#### Contacto del signatario

**Contact Details**  
Name: Marie Fouquet

#### Galería relacionada con el signatario

#### Descarga de documentos relacionados

[Commitment 2005 - 2008 EN](#)

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0 Agenda  
0 Galerías  
0 Entradas del blog  
0 Members

#### Últimos blogs de signatarios

No se encontró ninguna entrada de blog relacionada con este signatario..

#### Miembros del signatario

No se encontró ningún usuario asociado..

#### Noticias del signatario



23 May 2011 |  
**Germany  
Challenge  
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#### Signatory Events

No se encontró ningún evento..