

MOVIN'ON

by Michelin

World Summit on Sustainable Mobility

MAY 30 – JUNE 1, 2018

MONTREAL, CANADA

From ambition to action

BRINGING
GLOBAL, SMART,
SUSTAINABLE AND
MULTIMODAL
MOBILITY TO LIFE

MOVINON.MICHELIN.COM/EN

MARKETING PRESENTATION

What is Movin'On?

Presented by Michelin with C2 as organizing partner, Movin'On is the world summit on sustainable mobility. Thousands of participants gather from all over the world to collaborate and initiate new actions to:

- Address the major global challenges of clean, safe and inclusive mobility
- Collaborate and co-innovate to implement sustainable solutions for tomorrow

FIVE MAJOR GLOBAL CHALLENGES FOR SUSTAINABLE MOBILITY

PUBLIC HEALTH AND SAFETY

One billion people are exposed to air pollutant levels above the limits defined by the World Health Organization.

GREENHOUSE GASES

We're on track for an alarming four-degree rise in global average temperatures by 2050.

URBAN CONGESTION

Which has related economic costs of \$1.3 trillion per year.

UNIVERSAL ACCESS TO MOBILITY

How can we provide a safe, clean and connected mobility for the three billion people who are currently lacking it?

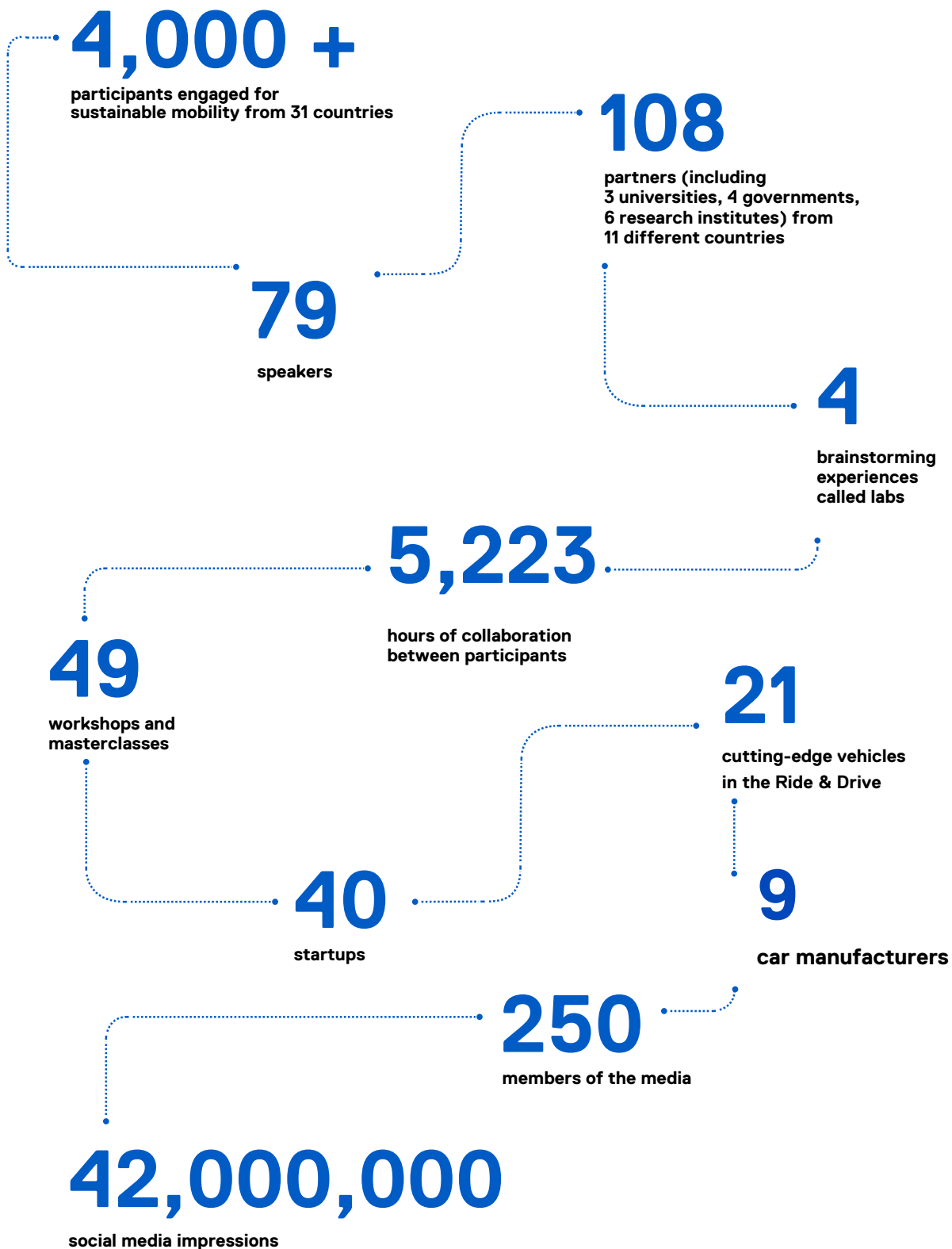
INSUFFICIENT PUBLIC FUNDS

Some predict there will be a \$120 trillion shortfall in infrastructure spending by 2050.

THE SOLUTIONS TO THE MAJOR CHALLENGES OF TOMORROW'S MOBILITY WILL NOT COME FROM INDIVIDUALS ALONE, BUT FROM AN ECOSYSTEM OF ACADEMIC, POLITICAL, BUSINESS, CITIES AND START-UP LEADERS.

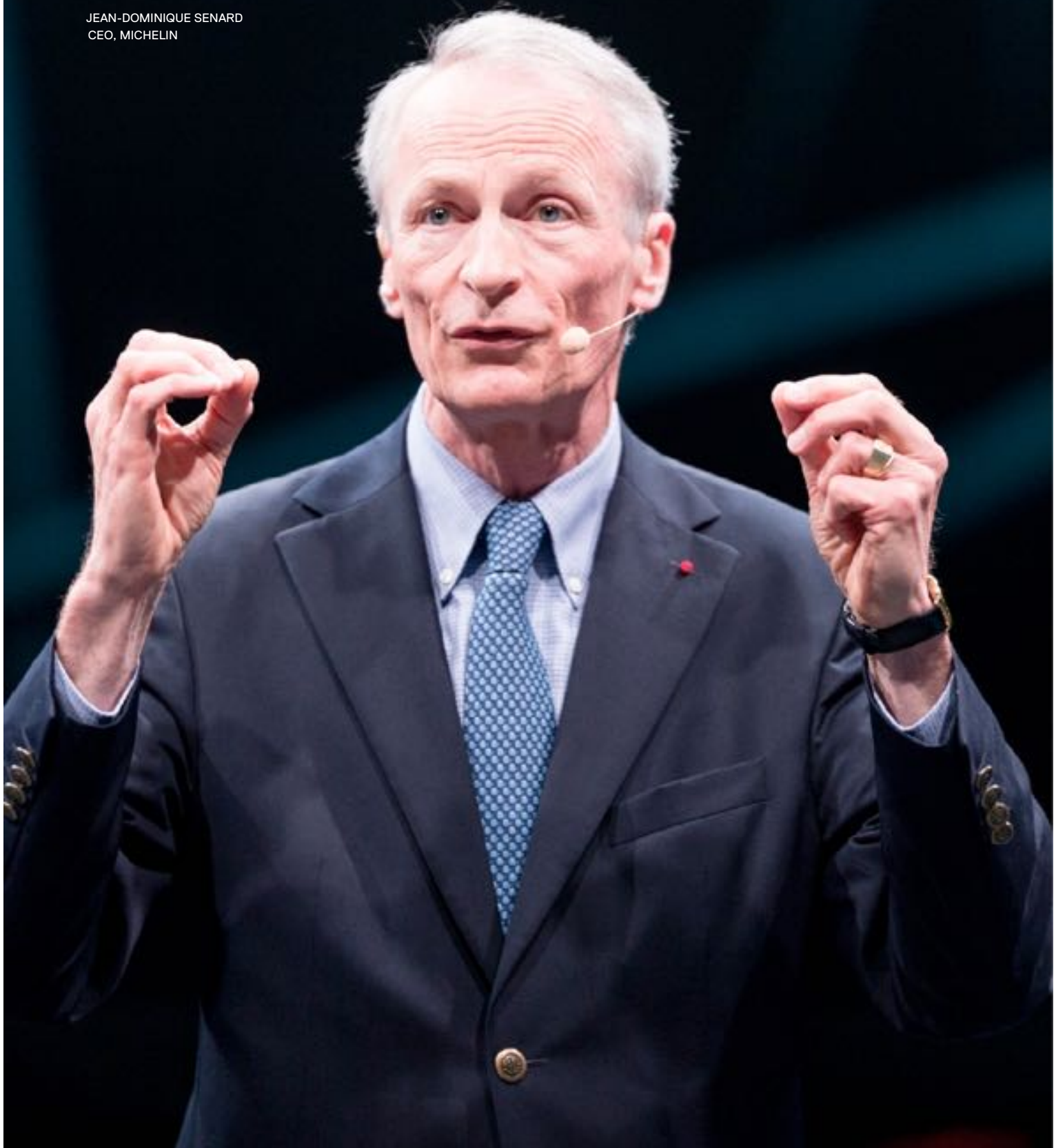
Movin'On 2017 in numbers

46 6000 square meters, inspiring talks, the Innovation Center and its exhibitors, the Ride & Drive and its static and dynamic demonstrations.



“MOBILITY
FEEDS GROWTH.
MOBILITY IS
ABSOLUTELY
ESSENTIAL TO
HEALTH, TO
EMPLOYMENT,
AND TO CULTURE.”

JEAN-DOMINIQUE SENARD
CEO, MICHELIN



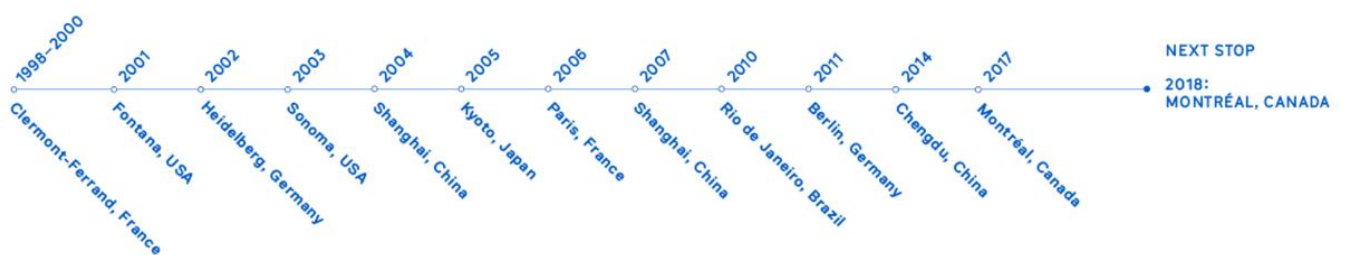
“WE WILL NEVER GO BACK.”

JEAN-DOMINIQUE SENARD

Setting ambitious objectives for sustainable mobility is absolutely essential, said Michelin CEO, Jean-Dominique Senard.

This is why the tire giant created the Michelin Challenge Bibendum, a mobility summit that has held 13 events in the past 20 years to rally stakeholders, partners, governments, academics and the public around global mobility challenges. In 2017, the Michelin Challenge Bibendum became Movin’On by Michelin and was co-organized with transformative conference leaders C2 and with the help of 108 partners.

This year, Movin’On ratchets things up a notch by transitioning from ambition to action.



2018
MOVIN'ON
by Michelin

SAVE THE DATE

May 30 + 31 and June 1st 2018 | Montréal, Canada

WORDS THAT CAUGHT OUR ATTENTION



BERTRAND PICCARD
EXPLORER AND PRESIDENT,
SOLAR IMPULSE FOUNDATION

WHAT PARTNERS SAID...

“CGI IS PROUD TO HAVE CONTRIBUTED TO THE DISCUSSIONS ON THE FUTURE OF URBAN MOBILITY.”
CGI GLOBAL

“IF YOU’RE NOT HERE, YOU’RE MISSING OUT...!”
NUTONOMY

“THE BEST NETWORKING OPERATION SINCE THE CREATION OF BUSINESS.”
TK’BLUE AGENCY

“POSITIVE, DISRUPTIVE, PUSHES YOU OUT OF YOUR COMFORT ZONE, AND ALLOWS FOR CREATIVITY.”
AIR FRANCE KLM

WHAT THE MEDIA SAID...

“IT WAS SXSW MEETS CES MEETS NAIAS, BUT WITH A FRENCH FLAIR AND CUTTING-EDGE STAGING AND PRODUCTION”
FORBES

“MICHELIN’S INAUGURAL MOVIN’ON WAS A SUCCESS”
BUSINESS REVIEW CANADA

“THE DAVOS OF MOBILITY”
LE FIGARO

“AN INCURSION INTO THE FUTURE OF MOBILITY”
EL PAÍS

WHAT PARTICIPANTS SAID...

“FOR SIX MONTHS, I TRIED TO REACH SOMEONE AND YESTERDAY I FINALLY MET HIM. THIS IS THE KIND OF THING THAT ONLY BRAINDATES MAKE POSSIBLE”.

“I LEARNED MORE IN 30 MINUTES THAN (I DID) DURING MY UNIVERSITY YEARS.”

“MOVIN’ON STIMULATES NEW IDEAS AND CREATIVITY.”

WHAT SPEAKERS SAID...

“IT’S NOT THE PEOPLE WHO MADE THE BEST CANDLES WHO INVENTED THE LIGHT BULB. IN ORDER TO CREATE INNOVATION, YOU NEED TO THINK OUTSIDE THE BOX.”

BERTRAND PICCARD
EXPLORER AND PRESIDENT, SOLAR IMPULSE FOUNDATION

“THERE ARE CURRENTLY 150,000 CARS USED FOR CAR SHARING. IN 2025, THERE WILL BE TENS OF MILLIONS.”

GRÉGORY DUCONGÉ
CEO, VULOG

“MOBILITY ACCOUNTS FOR 64% OF THE WORLD’S OIL CONSUMPTION.”

JEAN TODT
PRESIDENT, FÉDÉRATION INTERNATIONALE DE L’AUTOMOBILE

WHO
ATTENDS?



They were at Movin'On 2017

We gathered a multi-industry ecosystem of movers, thinkers and shapers. We learned and worked together to reimagine the future of mobility.

ACCENTURE
BNP PARIBAS
CAPGEMINI
COSSETTE
DELOITTE
EY
HSBC
KPMG
MCCARTHY TÉTRAULT
MCKINSEY & COMPANY
PWC
ROLAND BERGER
SONNET INSURANCE

AIRPORTS OF MONTRÉAL
AIR CANADA
AIR FRANCE KLM
AUTORITÉ RÉGIONALE DE
TRANSPORT
MÉTROPOLITAIN (ARTM)
DELTA AIR LINES
PORT DE MONTRÉAL
QATAR AIRWAYS

AECOM
AT&T
BELL
CGI
CISCO
ELEMENT AI
ERICSSON
IBM
ORACLE
ORANGE
SAP

ABB
AIR LIQUIDE
ALCAN
ALSTOM
BASF
DASSAULT SYSTÈMES
ENGIE
EUROVIA
EVONIK
EXXONMOBIL
FANUC
FAURECIA
GAZ METRO
HYDRO-QUÉBEC
L'ORÉAL
SIEMENS
SNC LAVALIN
SOLVAY
THALES
TOTAL
VEOLIA
WSP

CAISSE DE DÉPÔT ET
PLACEMENT DU QUÉBEC
(CDPQ)
COMMISSION EUROPÉENNE
FIA
GOUVERNEMENT DE LA
THAÏLANDE
INTERNATIONAL AIR
TRANSPORT ASSOCIATION
(IATA)
MINISTRY OF THE
ENVIRONMENT OF JAPAN
PARIS PROCESS ON
MOBILITY AND CLIMATE
(PPMC)
STATE OF ILLINOIS
CITY OF COPENHAGEN
CITY OF GÖTEBORG

BMW GROUP
BOMBARDIER
CN
COMMUNAUTO
DHL
EASYMILE
GENERAL MOTORS
GUANGZHOU AUTOMOBILE
GROUP MOTOR (GAC
MOTOR)
HYPERLOOP ONE
ISUZU MOTORS LIMITED
NUTONOMY
PBSC URBAN SOLUTIONS
PREVOST AND NOVA BUS
(VOLVO GROUP)
PSA
TESLA
TOYOTA MOTOR
CORPORATION
TRANSDEV
UBER
UPS
HYUNDAI CANADA

CONCORDIA UNIVERSITY
HEC MONTRÉAL
INSTITUT MONTAIGNE
MCGILL UNIVERSITY
THE OHIO STATE
UNIVERSITY
UNIVERSITY OF CALIFORNIA,
BERKELEY
UNIVERSITY OF MELBOURNE
UNIVERSITY OF MICHIGAN
TRANSPORTATION
RESEARCH INSTITUTE

Who attends?

More than 4,000 participants engaged for sustainable mobility from over 31 countries.

PROFESSIONAL BREAKDOWN

ELECTED OFFICIALS (MINISTERS, MAYORS, MEMBERS OF PARLIAMENT)

CEO
 CHIEF OPERATIONS OFFICERS
 CHIEF INNOVATION OFFICERS
 CHIEF SCIENTIFIC OFFICERS
 CHIEF TECHNOLOGY OFFICERS
 CHIEF STRATEGY OFFICERS
 CHIEF DIGITAL OFFICERS
 DIRECTOR FOR PROSPECTIVE AND SUSTAINABLE DEVELOPMENT

SECTOR EXPERTS
 MARKETING PROFESSIONALS
 PROFESSIONAL DRIVERS
 RESEARCH AND DEVELOPMENT

INTERNATIONAL ORGANIZATION REPRESENTATIVES

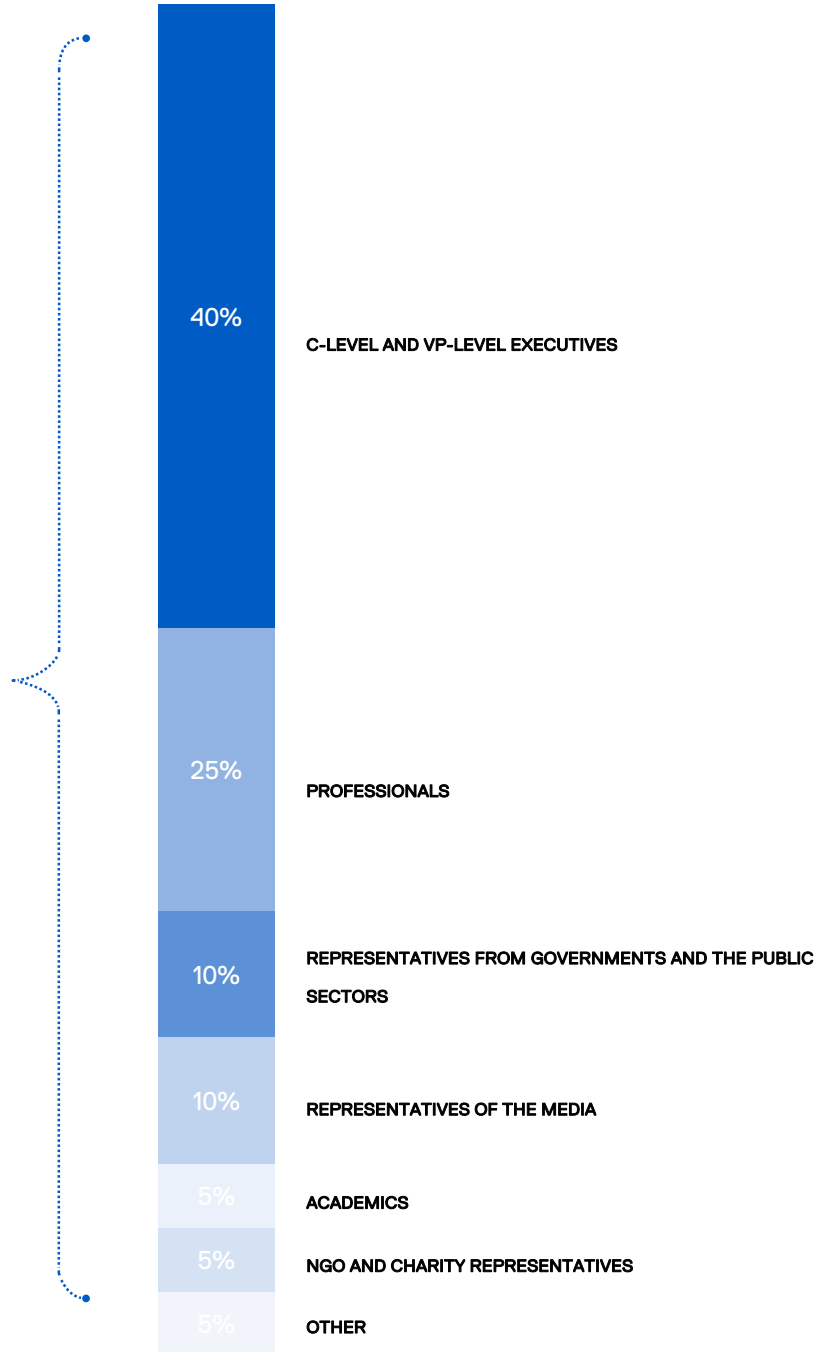
INDUSTRIES REPRESENTED

AERONAUTICS
 TRANSPORT OF GOODS
 COMMERCIAL AIR TRAVEL
 RAILROAD

CAR MANUFACTURERS
 TIER 1 SUPPLIERS
 TECHNOLOGY CAR SHARING SERVICES

ENERGY (OIL AND GAS)
 CHEMICAL COMPONENTS ENGINEERING
 INFORMATION AND COMMUNICATION TECHNOLOGIES
 URBANISM CONSULTANCY

ACADEMIA
 GOVERNMENTS



Renowned speakers



Jean-Dominique Senard
CEO, MICHELIN



Ursula Mathar
VICE PRESIDENT OF SUSTAINABILITY AND ENVIRONMENTAL PROTECTION, BMW GROUP



The Honourable Marc Garneau
MINISTER OF TRANSPORT, (CANADA)



Jean Todt
PRESIDENT, FÉDÉRATION INTERNATIONALE DE L'AUTOMOBILE (FIA)



Karl Iagnemma
CO-FOUNDER AND CEO, NUTONOMY



Patrick Oliva
CO-FOUNDER, PARIS PROCESS FOR MOBILITY AND CLIMATE (PPMC)



Bertrand Piccard
EXPLORER AND PRESIDENT, SOLAR IMPULSE FOUNDATION



Jun Yu
GENERAL MANAGER, GUANGZHOU AUTOMOTIVE GROUP (GAC)



Henrik Hololei
DIRECTOR-GENERAL FOR MOBILITY AND TRANSPORT, COMMISSION EUROPÉENNE



Rob Lloyd
CEO, HYPERLOOP ONE



Susanna Zammataro
EXECUTIVE DIRECTOR, INTERNATIONAL ROAD FEDERATION



Steve Kiefer
SENIOR VICE PRESIDENT, GLOBAL PURCHASING AND SUPPLY CHAIN, GENERAL MOTORS



Mark D. Moore
DIRECTOR OF ENGINEERING, UBER ELEVATE

And many others...

Movin'On 2017 partners

MAIN ORGANIZING PARTNER



ORGANIZING PARTNERS

PLATINUM



GOLD



AND MORE



EVENT PARTNERS

MOVIN'ON PARTNERS



MOVIN'ON AND C2 PARTNERS



CONTENT

CONTENT PARTNERS



CONTENT PROVIDERS

Aeros	Desjardins	Invoke	Self-Driving Coalition for Safer Streets
A.T. Kearney	DHL	ITF	Strategy Analytics
bluenove	EPE Innovations	Ministère de l'Environnement du Japon	Tantalum Corporation
Caisse de dépôt et placement du Québec	FIA	Mobileye	thinxmachine
CAR	GAC MOTOR	National Park Service	Turo
Cisco	Gouvernement de la Thaïlande	nuTonomy	Uber
Commission européenne	HDI	The Ohio State University	Vulog
Copenhague	Hyperloop One	OuiShare	XPND Capital

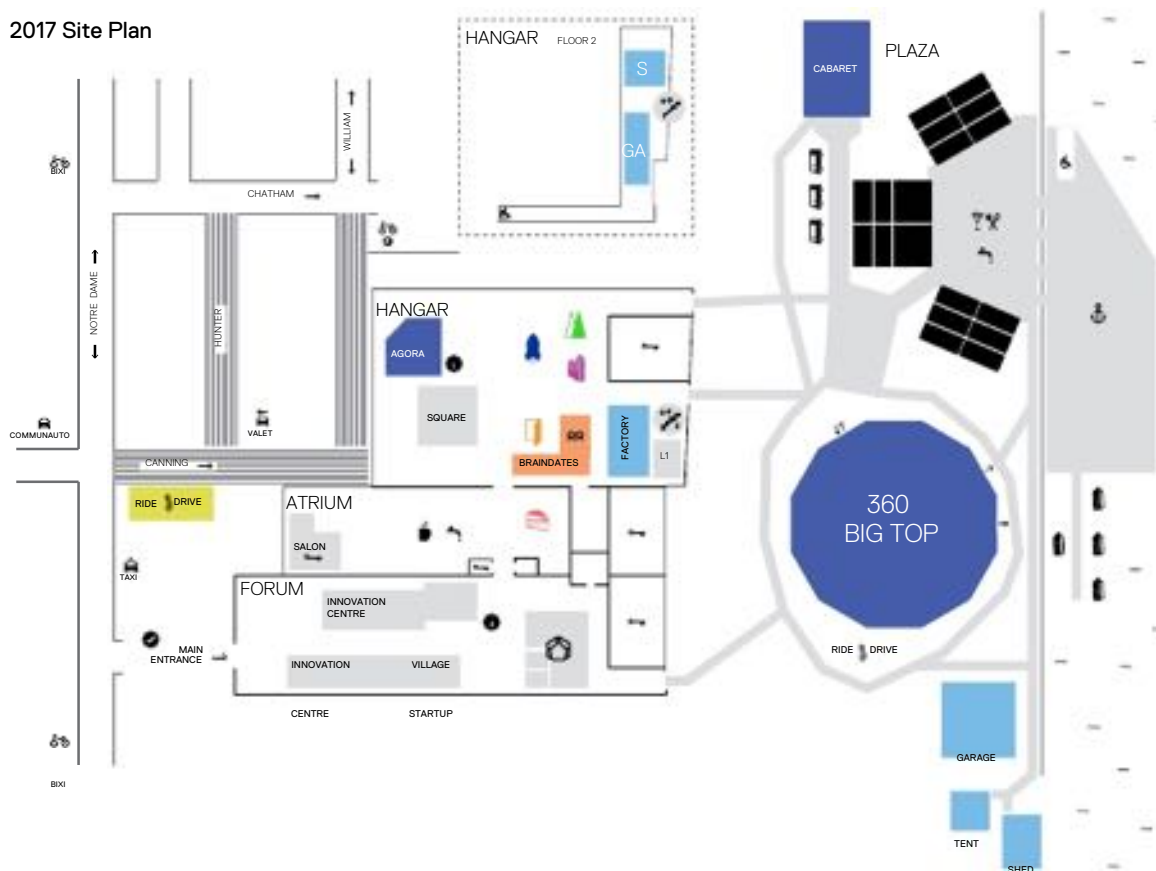
THE PARTNERSHIP EXPERIENCE AT MOVIN'ON

A practical guide



The partnership experience at Movin'On

2017 Site Plan



INNOVATION CENTRE

A unique place to discover innovative technologies and the projects shaping the future as presented by the Movin'On by Michelin partners. This is the first discovery participants make on arrival at the event.

STARTUP VILLAGE

Located on the second floor of the Innovation Centre, the Startup Village is dedicated to the acceleration of ideas with forty startups arranged in an immersive environment that reflects their unique vision.

RIDE & DRIVE

An immersion into tomorrow's transport. Whether on static display or in the form of a test drive, the Ride & Drive is a unique opportunity for participants to discover the latest vehicles, innovations and prototypes.

AQUARIUM

A glass studio in which members of the Movin'On community and people from the international mobility ecosystem discuss burning questions. Conversations in the Aquarium are broadcast live on Movin'On's YouTube channel.

360 BIG TOP

True to its name, the 360 Big Top is a high-capacity, 360°, fully immersive, state-of-the-art stage space that enables all 1,400 participants to be in close contact with the scene and interact with the speaker and to experience a new dimension of scenic innovations far from the one dimensional business conferences of the past.

CABARET

A second stage set under a smaller tent. More intimate than the main stage, it accommodates a seated audience of approximately 300.

AGORA

A relaxed space for announcements, press conferences and the live-streaming of talks happening in the 360 Big Top. It is possible to hold press conferences in the Agora.

SPACES DEDICATED TO WORKING SESSIONS

Co-conceived by C2 and partners, these 90-minute collaborative experiences allow participants, in teams, to explore content more thoroughly through an innovative ideation method. Partners contribute their expertise in a particular field, while the C2 team contributes its know-how in designing and facilitating the ideation experiences.

LABS

Designed by C2, labs are unique brainstorming experiences that take you outside your usual frame of mind to encourage the emergence of new solutions to specific challenges. Brainstorming outside of your comfort zone – that's the essence of labs.

BRAINDATE LOUNGE

A space dedicated to pre-arranged, face-to-face meetings between participants. Propelled by e180, braindates are targeted peer-learning meetups scheduled according to each participant's areas of interest. Matchmakers are also on hand to help participants meet the right people.

The partnership experience at Movin'On

Our goal is to accompany partners and help them bring about the changes they want to see in the world while supporting their business objectives:

DEVELOP YOUR BUSINESS

Movin'On sets itself apart in the world of business conferences thanks to its ability to connect people in unconventional ways. Challenge the status quo and build new, defining relationships that will propel your business to the next level.

SHOWCASE YOUR TECHNOLOGIES

Our audience of over 4,000 senior executives and mobility leaders from 30+ countries are hungry for disruptive and provocative new ideas. Always up for challenges, they are looking to change the face of sustainable mobility. A Thought Leadership partnership will consolidate your leadership status by activating one or many content-focused activities.

NETWORK

Meet the right people thanks to braindates with high level executives, academics, startups, public authority representatives and more.

REWARD AND THANK

Living the Movin'On experience together helps bring the business relationship to a new level, and positions the host as a strategic partner and catalyst to future business success of their guest.

DISCOVER AND LEARN

Movin'On is the perfect setting for your team to regroup and get inspired. Clear your schedule and bring your team together in an environment designed to shift perspectives and inspire new ways of doing business. Rethink your processes, re-tool and re-energize leaders, enhance cohesion or even redefine your collective mission.

Innovation Centre

The Innovation Centre is housed in an open concept hangar with 12 metre-high ceilings. As soon as they enter Arsenal, participants are transported into a world of surprises and immersive learning as they connect with brands in innovative and unprecedented ways.

Located to enable immediate contact with the participants as soon as they arrive at Movin'On.

Featured topics will include innovative mobility services, multimodality, mass transit, energy transition and door-to-door transport displayed on beacons, a luminous structural monolith. With its multilevel interior and unique audiovisual capabilities, the Innovation Centre embarks participants on a journey of discovery making face-to-face contact with company representatives.



OBJECTIVES

DEVELOP
YOUR BUSINESS+
SHOWCASE YOUR
TECHNOLOGIES



Startup Village

A place that aims to accelerate your startup partners by giving them access to a unique mobility ecosystem. The participating startups will benefit from a dedicated area, networking options, business visibility and will have access to the entire Movin'On agenda.

Partners may sponsor a startup squad representing their company.





OBJECTIVES

DEVELOP
YOUR BUSINESS+
SHOWCASE YOUR
TECHNOLOGIES

Ride & Drive

The Ride & Drive offers event partners the unique opportunity to showcase and test prototypes of their latest vehicles and technologies. In dynamic demonstrations, cutting-edge vehicles go into test mode as participants take them for a drive both closed and open circuits. On static display, vehicles will be exposed simultaneously at various locations in the Movin'On village with a specific descriptive sheet. This is not your run-of-the-mill Ride & Drive!

BMW i8

THE i8, BMW'S HYBRID SPORTS CAR, IS A PLUG-IN HYBRID WHICH UNITES THE EFFICIENCY OF AN ELECTRIC MOTOR AND THE UNMATCHED THRILL OF TURBO TWINPOWER. POWERED BY A SYNCHRONOUS ELECTRIC MOTOR AND A LITHIUM BATTERY COMBINED WITH AN INTERNAL COMBUSTION ENGINE, THE i8 CAN TRAVEL UP TO 24 KM USING ONLY BATTERY POWER.

RIDE  DRIVE
↓



Working sessions



OBJECTIVES

SHOWCASE YOUR
TECHNOLOGIES +
NETWORK

Ninety-minute collaborative experiences, working sessions enable participants to explore the content in a more in-depth fashion thanks to an innovative ideation method and create tangible outcomes.

In the form of a Think Tank or presentations led by renowned experts, working sessions engage participants in a collaborative activity derived from their field of work. Interdisciplinary groups dig deeper into the content, try out new methodologies, and turn ideas into solutions.

The partner will conceive a 90-minute activity on a specific topic defined with Michelin and C2's editorial teams. The session will take place in a tactile, visual and engaging environment.

- Multifunctional tables positioned throughout the room; each table accommodates 6–8 participants
- Professional facilitator, alongside presenting partner, will contribute to working sessions, offering expertise to help evolve the groups ideas
- Participants will be invited to let ideas emerge and find concrete solutions to the problems tackled.



Example of a Movin'On 2017 working session



WORKSHOP

LIGHTWEIGHT DESIGN
WITH COMPOSITES:
MORE CAPABILITIES
FOR THE FUTURE

PRESENTED BY SOLVAY

Glade Gunther

NORTH AMERICA PROGRAM
MANAGER, SERIAL
AUTOMOTIVE, SOLVAY
COMPOSITE MATERIALS

Gérald Perrin

GLOBAL PROGRAM
DIRECTOR AUTOMOTIVE,
SOLVAY COMPOSITE
MATERIALS

DESCRIPTION

Trimming the weight of machines that move saves energy. And since lowering emissions and reducing fuel costs are at the top of the to-do list for carmakers worldwide, lightweighting is becoming one of the means for them to make it happen.

THE IDEATION PROCESS

Burning question:

How and when will composite materials solutions overcome lightweighting challenges?



THIS WORKING SESSION FOLLOWED BERTRAND PICCARD'S TALK, EXPLORER AND PRESIDENT OF THE SOLAR IMPULSE 2, THE SOLAR AIRCRAFT THAT COMPLETED A REVOLUTIONARY 17 MONTHS TRIP AROUND THE WORLD, WITH SOLVAY AS MAIN TECHNOLOGICAL PARTNER.

- Discover the potential and readiness of composite materials technologies for large-scale, high-impact lightweighting
- Learn about benefits of this technology in terms of economics and powertrain modularity
- Explore areas of application and timing of this adoption

+++

**PLUS VALUE FOR THE
PARTNER**

**SOLVAY DEMONSTRATED THE
RELEVANCE OF ITS COMPOSITE
MATERIALS AND INVOLVED
PARTICIPANTS IN THE SEARCH FOR
NEW INNOVATIVE SOLUTIONS.**

Executive roundtables



OBJECTIVES

DEVELOP YOUR BUSINESS +
REWARD AND THANK +
DISCOVER AND LEARN +
NETWORK

Roundtables are a great way to meet with key people who, through the organization they represent or their experts' status, are of particular interest to the partner.

Whether in a formal or casual setting, the partner will benefit from exclusive content and will meet with high-level business leaders from various industries to share concepts, exchange ideas and build new relationships.

The key to driving forward a meaningful discussion is having the right people at the table, getting them to talk about real challenges, generating innovative insights and capturing the outputs.

The Movin'On team works with the partner to identify a list of senior executives & key decision makers amongst the event's registered attendees and partners. In the months preceding C2, the goal is to jointly target 15 - 20 top decision makers of high interest to the partner and invite them to participate in the roundtable alongside Partner executives and clients.



Private functions

Side events such as:
cocktails, breakfasts and others.

Inviting customers and partners is always a great way to deepen the business relationship through new shared experiences.

This exclusive private function opportunity will allow the partner to engage directly with individuals in a more casual, yet still unique setting while extending the conversation beyond the official programming activities.

- Gather 30 to 300 guests in one of Movin'On's fully immersive environment
- Meet with one of our World renowned speakers or introduce your expert to the public
- Solidify relationships with existing and potential clients
- Host an interactive demonstration or showcase your innovative technology



OBJECTIVES

DEVELOP YOUR BUSINESS+
REWARD AND THANK +
DISCOVER AND LEARN +
NETWORK



Private balcony



OBJECTIVES

BUSINESS DEVELOPMENT +
CLIENT HOSTING +
PROFESSIONAL DEVELOPMENT
AND TEAM BUILDING

The Balcony integrates elements of the partner's brand, creating a more personalized and intimate environment designed for business development.

Located in the midst of the action on the Plaza, overlooking the historic Lachine Canal, the private balcony allows the partner to:

- Connect with existing and potential clients
- Host a private cocktail
- Host business meetings and team building sessions
- Host private B2B or B2C meetings





OBJECTIVES

DEVELOP YOUR BUSINESS+
REWARD AND THANK +
DISCOVER AND LEARN +
NETWORK

Meet & Greets

Meet & Greets are extraordinary opportunities to meet with one of Movin'On's world-renowned speakers or an expert in a working session. An unprecedented occasion to inspire your team, guests or clients.

The speakers at Movin'On bring to the stage their passions, visions and experience to captivated participants. The Meet and Greet is the offline backstage version, where our speakers attend to experience intimate gatherings of individuals who want to take their ideas to the next level.

The partner, Michelin and C2 will work together to identify the most suitable speaker to inspire their leadership team on this occasion.



Partnership experience: final touches

During Movin'On

Cabins and Airstream*

Private spaces dedicated to face-to-face meetings or small group gatherings. A place of peace and tranquility in the tumult of the event.



* A metallic trailer.

Interviews in the Aquarium

In a glass studio called the Aquarium, speakers, members of the Movin'On community and people from the international mobility ecosystem discuss the day's burning questions. Live streaming on YouTube.



Private lounge and Michelin's privileged guests' dinner

A private lounge reserved for senior executives, and a gourmet dinner organized by Michelin.



Post Movin'On



The Minutes

An emotional and intellectual memento of the event in the form of a dynamic PDF which summarizes all that was said and done during the two and a half days of the event.



Movin'On Production Book

The Movin'On Production Book is designed for and produced by experts, to promote continued engagement in sustainable mobility activities post Movin'On.

This publication compiles all the inputs and outputs of the collaborative activities and is available exclusively to partners and the contributing experts.

COMING UP
IN 2018



Why attend?

To anticipate the needs of tomorrow's users,



Whether they're commercial drivers, car owners, public transit commuters or freight carriers, road users have increasingly high expectations when it comes to their transportation experiences. This new mindset requires carriers, manufacturers and the service industry to rethink their market responses to support an approach driven by the demand rather than by the offer.

They must also collaborate to create multimodal transportation experiences that are not only fluid, enjoyable and connected, but also feature learning and social experiences. By identifying users' preferences, mobility players will be able to design vehicles and services that answer their expectations.

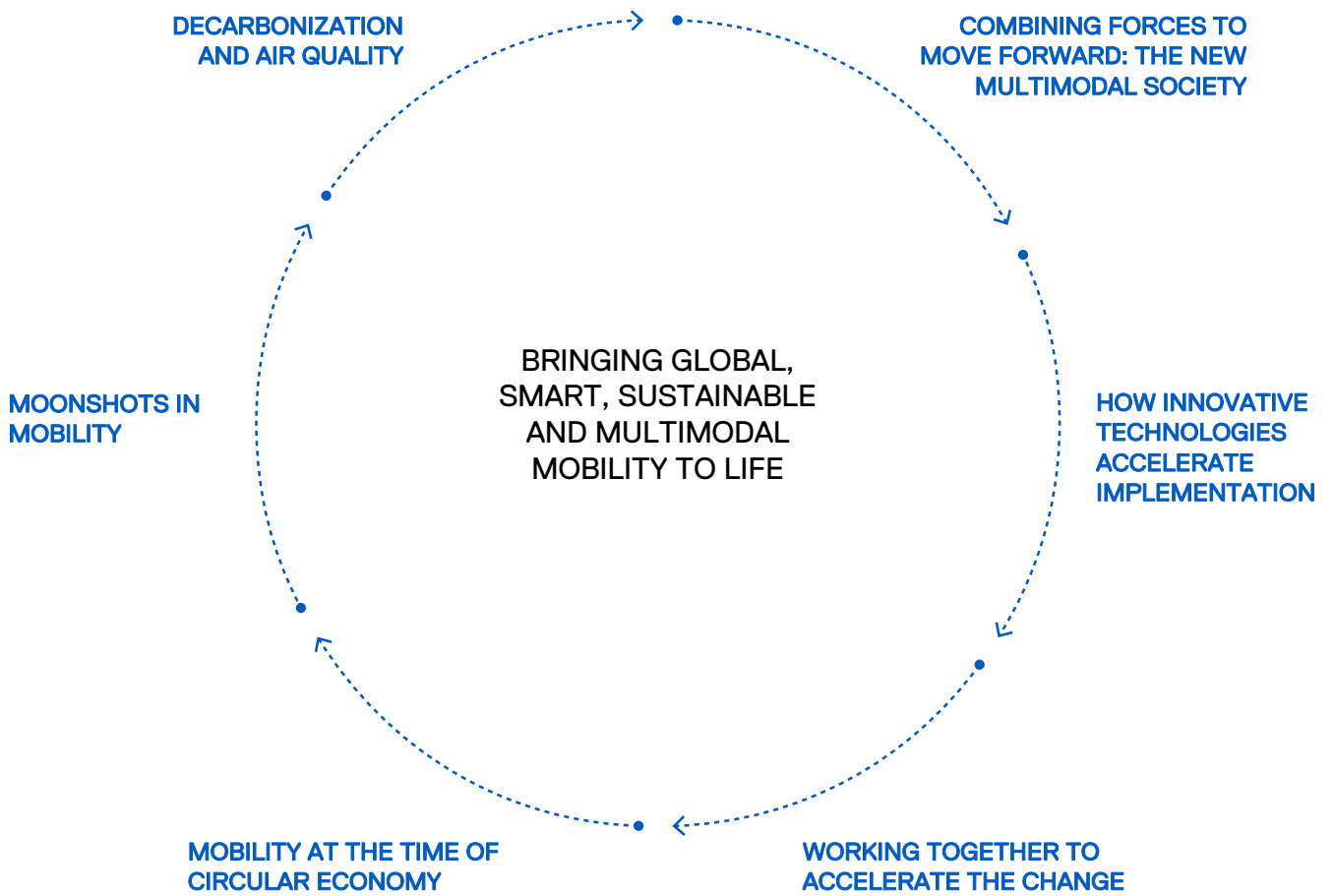
At Movin'On, we will immerse ourselves in the world of this developing market to discuss evolving user behaviors, the technological innovations and services that will transform transportation; and the benefits of a multimodal transportation approach.

- DEVELOP YOUR BUSINESS
- MEET WITH HIGH-LEVEL EXECUTIVES
- SHOWCASE YOUR TECHNOLOGIES
- UNDERSTAND UPCOMING TRENDS
- DISCOVER AND LEARN
- UNDERSTAND THE CURRENT AND ANTICIPATED DEVELOPMENTS IN MOBILITY ECOSYSTEMS
- NETWORK
- REWARD AND THANK



Themes 2018

From ambition to action.



Themes 2018

From ambition to action.



The transport industry is in need of a bold action plan to implement the Paris Agreement on Climate Change aiming at a net-zero emission economy. How can we support decarbonization through **public-private partnerships**? What are the **existing and upcoming technologies** to achieve this goal? What challenging frontiers do companies encounter and how can they create new business models and portfolios to meet consumer needs while supporting **air quality**?

This theme focuses on low-carbon transport and the implementation of a global macro-roadmap to achieve clean and sustainable mobility by 2050, as required by the COP21.

KEY TOPICS

- COP21: putting words into practice
- How technologies accelerate decarbonization
- Combining public and private initiatives towards decarbonization
- Greening businesses: the good, the bad



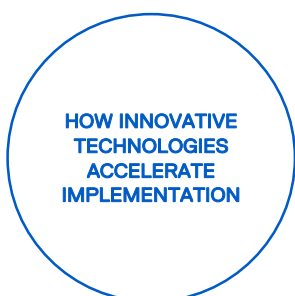
The transport industry is amongst the few in which greenhouse gas emissions continue to rise. Freight transporters, goods carriers and other road users need to rethink their ways of transportation in order to reduce their carbon footprint.

The future of urban mobility is based on new infrastructures to accommodate **low-impact mobility solutions**, less space allocated to traditional cars and the emergence of **green vehicles** that minimize noise and pollution.

The mobility of tomorrow is smart, multimodal, offering new business opportunities to a wider ecosystem and **new user experiences to all citizens**. Welcome to the new multimodal society!

KEY TOPICS

- Transporting goods the sustainable way
- The smart and sustainable urban transports of tomorrow
- Disrupting the mobility ecosystem with multimodality
- Augmented reality, augmented human: linking multimodality to the human



The technology already exists to create fundamentals for connectivity and the infrastructure for automated vehicles. So what can be done next?

To anticipate the mobility revolution, we must pay attention to current major trends such as **Big Data, Artificial Intelligence, Deep Learning**, the Fifth Generation of Mobile Network, or **5G**, and **Vehicle-to-Everything communication (V2X)**.

This theme focuses on concrete solutions to propel the transportation of the future, dream the impossible and see the emergence of autonomous and connected vehicles by 2020.

KEY TOPICS

- Design and user experience to serve mobility
- Automation and connectivity for a better experience
- When Artificial Intelligence and data take over

Themes 2018

From ambition to action.

2018
MOVIN'ON
by Michelin

WORKING TOGETHER TO ACCELERATE THE CHANGE

We've heard time and again that autonomous, connected and electric vehicles are happening. But how can we, as consumers, governments, automakers, cities and technologists, anticipate and accelerate such a major change?

Digitalization, data and cities are front of mind in conversations about mobility's next transformation. Who will **collect the data**? In what **regulatory context**? How will existing infrastructure be remodeled to meet new needs? And, above all, which stakeholders and influencers will volunteer to **finance this revolution**?

Learning from a large scale project, like China Belt and Road Initiative, will show what working together means.

KEY TOPICS

- Towards the implementation of sustainable mobility
- Closing the infrastructure gap
- Financing the sustainable transport revolution
- Improving cross country mobility

MOBILITY AT THE TIME OF CIRCULAR ECONOMY

Blowing through finite raw materials faster than the planet can regenerate to meet demand and creating massing CO2 emissions and other pollution, the societal cost of planned obsolescence is alarmingly high.

To put an end to it, we must base the new business models on **circular economy**, and quickly. We must turn to **additive manufacturing**, also known as "3D printing", and develop a **collaborative ecosystem** where innovative startups and leaders of the public and private sectors work hand in hand. **Key performance indicators (KPI)** need to be defined and concrete tools developed.

The traditional economy has long been a linear system of make, take, dispose. We have to reinvent the wheel and use less, less often and more smartly.

KEY TOPICS

- Putting an end to planned obsolescence
- From waste management to circular economy
- The second life of vehicles and parts
- Reinventing the wheel: innovation in circular economy

MOONSHOTS IN MOBILITY

In just a few decades, drones, vacuum tube transport (Hyperloop-style), electric and solar planes and reusable rockets could completely transform the way we travel. These mobility moonshots will have a significant impact on existing infrastructure. How can we develop the roads, cities and charging stations required to propel the transportation of the future?

This theme dives deep into the world of moonshots that will transform mobility as we know it and shape tomorrow's means of transportation.

KEY TOPICS

- The next frontier of mobility
- Thinking beyond infrastructure
- Dreaming the impossible

Preliminary agenda

WEDNESDAY, MAY 30

Opening ceremony

9:30 am to 3:00 pm

Talks

Working sessions

5:00 PM - 7:00 PM

Private sessions

→ COCKTAILS

→ PRIVILEGED GUESTS EVENTS

THURSDAY, MAY 31

9:30 am to 3:00 pm

Talks

Working sessions

5:00 pm to 7:00 pm

Private sessions

→ COCKTAILS

→ PRIVILEGED GUESTS EVENTS

FRIDAY, JUNE 1

Special programming

Closing ceremony

THROUGHOUT THE EVENT



Open Lab: an engaged ecosystem supporting the event

Since 2014, the Open Lab forms a permanent, ongoing movement for stakeholders seeking to advance innovation and invention in the field of sustainable mobility (150 companies involved in the last two years). Movin'On is crucial in this process: it creates a momentum for challenging the status quo, for advancing ideas and projects, and committing to take action.

Movin'On plays an important role in the Open Lab's approach as it brings together a plethora of experts in a highly collaborative and immersive event; to challenge the approaches and visions adopted throughout the year by OL members, and to enrich them thanks to meaningful exchanges between leaders of the mobility ecosystem. The goal is to bring ideas to the next level and move from ambition to action.

05

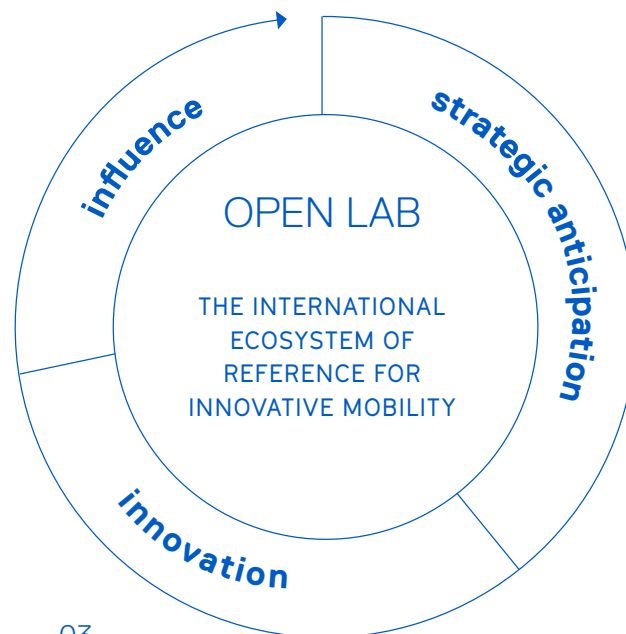
Influencing the international mobility ecosystem and promoting innovative solutions

Collaborative positions and initiatives on sustainable mobility

04

Creating momentum by challenging and enriching the position of all transportation stakeholders on new opportunities and offers

MOVIN'ON 2018
(MAY 30-JUNE 1, 2018)



03

Validating future mobility demand and advocating new mobility offers

Opportunities, design thinking and business models validate future demand

01

Creating a shared vision for sustainable mobility

EXAMPLES:
LE LIVRE VERT (2014)
PRODUCTION BOOK (2017)

02

Preparing advance analysis of each mobility topic

Communities of interest learn and exchange in ecosystem

PARTNERSHIP OPPORTUNITIES



Why partner with Movin'On?

WHAT YOU CAN EXPECT

- To be a stakeholder in the most forward looking think-and-do tank on sustainable mobility
- To contribute to the development of common positions on key sustainable mobility challenges
- To showcase expertise and innovative products to a high-level global audience of executives and participants
- To make new contacts, deals and partnerships for projects that will shape the mobility of tomorrow
- To host clients, partners and teams in an environment that is unique in order to maintain and deepen these important relationships



MOVIN'ON BRINGS A
NEW VALUE
PROPOSITION TO
PARTNERS BY ALWAYS
KEEPING THEIR
BUSINESS NEEDS AND
INTERESTS IN MIND.



For more information

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MOVIN'ON 2017 MINUTES

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MOVIN'ON

by Michelin

SAVE
THE DATE

May 30 — June 1, 2018