



PRESS RELEASE

For immediate release

THE MOVIN'ON SUMMIT, THE WORLD SUMMIT ON SUSTAINABLE MOBILITY, IS COMING TO MONTRÉAL FOR A THIRD YEAR

On the theme "from ambition to action," the discussions will focus on solutions for creating a multimodal ecosystem

Montréal, May 29, 2019 - In less than a week, the doors will officially open to the 3rd annual World Summit on Sustainable Mobility, the Movin'On Summit, at **Grandé Studios** at 1854 Le Ber Street in Montréal from June 4 to 6, 2019.

Created and inspired by Michelin, this event is supported by the Movin'On Sustainable Mobility Fund, with C2 as its organizing partner. The Movin'On Summit is a showcase and meeting point for all leaders from the academic, political, urban and business worlds who want to find and implement concrete solutions to meet the major challenges of mobility, and to share best practices and the latest technology in this field.

The 2019 summit will focus on five key themes:

1. Decarbonization and air quality
2. Multimodal urban transit and society
3. Innovative technologies
4. Goods transportation and multimodality
5. Circular economy

Many distinguished guests and experts from these sectors will be present at the official opening and closing of the Summit as well as throughout the event, including Valérie Plante, Mayor of Montréal, Luis Alfonso De Alba, Mexican diplomat and special envoy for the 2019 Climate Summit, Pierre Cannet, Head of Climate, Energy and Sustainable Cities Programs at the World Wildlife Fund (WWF) in France, and Florent Menegaux, the new CEO of the Michelin Group.

The program includes numerous presentations led by the best thought leaders from these fields, who will share their passion, vision and knowledge on the many stages. Moreover, during the days of the event, participants will be able to participate in many intriguing and surprising activities.

Essential activities of the Movin'On Summit, the three labs dedicated to experimental ideation will disrupt participants' way of thinking. The "Slow-Lab" will explore the potential of slowness and access new ways of learning, creating meaning and thinking critically. The "In the dark" lab will challenge participants to solve problems together in the dark. The "Pivot" lab will explore strength, interconnection and resilience.

In addition to the labs, there will be 5 thematic areas that will transport participants into a technological world where the event partners present their contribution to tomorrow's

mobility. For their part, the working sessions, in the form of "Think and Do Tank" group discussions, or presentations led by a recognized expert, will engage participants in a collaborative activity based on their field of expertise.

"Braindates" are targeted meetings in which participants are paired according to their common interests. These constructive 30-minute meetings are personalized by matchmaking experts who will be on site to introduce you to participants with whom you may have chemistry.

Road tests of tomorrow's vehicles

The mobility experience takes participants on a journey they won't soon forget. They will be able to climb onboard the latest autonomous vehicles that are not yet on the market, take a seat on zero-emission electric buses, and try out bicycles and motorcycles.

Media representatives will also have the opportunity to drive and test vehicles on site as part of the mobility experience on **June 4 from 2:00 p.m. to 3:30 p.m.** or **June 6 from 10:00 a.m. to 11:30 a.m.**, including the Toyota Mirai, BMW I8 Roadster, and BMW IS3 REX. Journalists interested in conducting road tests should register soon by clicking [here](#).

To learn more about the guest speakers, program, and many activities of the Movin'On World Summit on Sustainable Mobility, visit <https://summit.movinonconnect.com>

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ACCREDITATION AND INTERVIEW REQUESTS:

For accreditation applications please click [here](#).

To request an interview with one of the spokespersons or guest speakers, before or during the conference, please contact the EGS Group team:

Patricia Archambault
EGS Group
514-710-1044
MovinOn@egspr.com

Marie-Ève Lachapelle
EGS Group
514-895-8418
mel@egspr.com