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MICHELIN EXECUTIVE EXPLORES SUSTAINABILITY AT TIA ENVIRONMENTAL SYMPOSIUM

Michelin's Don Baldwin will Show How They Examine all Aspects of Their Operation to Ensure it is "Green"

Bowie, MD – When it comes to being “green,” successful companies take a holistic approach by examining every facet of their operation, from manufacturing, to transportation, and more. Michelin is just such a company, and their Product Marketing Manager, Don Baldwin will be giving a presentation on this subject at the **Tire Industry Association (TIA)** Environmental Symposium, which is being held on September 30 - October 2 at the Ocean City Convention Center in Ocean City, MD. Interested attendees can register by visiting the “Events” section of www.tireindustry.org, or by calling 800.876.8372, ext. 104.

In his session, entitled, “Michelin and Sustainability,” Baldwin will take attendees through the activities that support Michelin’s sustainable transportation and freight movement, including the operation of Michelin’s manufacturing plants to limit their impact on the environment, as well as control of the materials and suppliers the company uses. Also, Baldwin will show how Michelin encourages the design and performance of its products to incorporate characteristics to reduce fuel usage and emissions, and how the company looks for recycling and other end-of-life activities for its products to reduce the overall impact on the environment.

"Attendees of the TIA Environmental Symposium will be given a unique opportunity to learn from one of the world’s top tire manufacturers – Michelin – on how to examine every aspect of your operation in order to take advantage of ‘green’ concepts to maximize sustainability, reduce your carbon footprint, and to do it in a successful and cost-effective manner," said Dick Gust, TIA Environmental Advisory Council (EAC) co-chair.

“TIA is bringing together a stellar roster of experts for the TIA Environmental Symposium who will have something of interest for everyone in the tire industry. This is no better typified than by Michelin’s Don Baldwin,” said TIA Executive Vice President Roy Littlefield.

About TIA:

TIA is an international association representing all segments of the tire industry, including those that manufacture, repair, recycle, sell, service or use new or retreaded tires, and also those suppliers or individuals who furnish equipment, material or services to the industry. The Tire Industry Association (TIA) has a history that spans more than 80 years and includes several name changes. Originally known as the National Tire Dealers & Retreaders Association (NTDRA), the organization gave birth over the years to the American Retreaders Association (ARA) and the Tire Association of North America (TANA). ARA changed its name to the International Tire & Rubber Association (ITRA) and merged with TANA in 2002 to form the current Tire Industry Association (TIA), which now represents every interest in the tire industry. For more information, visit www.tireindustry.org, or call 800.876.8372.

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