



Press Release

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Michelin, BNP Paribas Cardif, CGI and Colas unite for road safety through the Better Driving Community.

Road accidents are the leading cause of work-related deaths in France, where nearly 40,000 people are the victims of traffic accidents in the commute to and from work every year. For this week's Road Safety at Work campaign, Michelin, BNP Paribas Cardif, CGI and Colas are joining forces through the Better Driving Community. The four groups will be raising awareness among their employees and the general public, while also developing innovative solutions, **in a bid to shape the future of mobility by harnessing the potential of data.**

The Better Driving Community is an initiative launched by the Michelin Group to improve road safety using real-life driving data. Motorists are invited to install a connected box in their vehicles, which then collects highly precise information. Michelin's expert analysis of their driving behavior in real time generates a score for each motorist, which they can access through an app assessing three key factors in road safety: speed, anticipation and adaptability. The app also provides personalized driving advice to help prevent accidents on a day-to-day basis, encouraging motorists to recognize and improve their own high-risk habits to keep themselves and others safer.

Through their partnership, Michelin, BNP Paribas Cardif, CGI and Colas hope to:

- Raise awareness among their employees: the four companies plan to run an internal communications campaign once the health situation has improved, to motivate as many employees as possible to join the Better Driving Community initiative and thereby federate people around a shared road accident prevention approach, particularly for daily commutes.
- Raise awareness among the general public: the companies intend to publicize the Better Driving Community as an innovative solution accessible to everyone to promote responsible driving and encourage commitment to road safety.
- Create an ecosystem of mobility experts: by pooling the expertise of the partners and their data scientists, the companies can gain a better understanding of driver habits and behaviors to come up with new services using data.

The Better Driving Community approach is founded on a shared belief that this new ecosystem will help speed up the development of smarter, and therefore safer, mobility.

"Making roads safer has always been central to the Michelin Group's purpose. We welcome this partnership alongside three prestigious companies through Michelin's Better Driving Community initiative. The goal is to form a community of committed, proactive drivers to reduce the number of accidents on the road," explained **Sophie Foucque, CEO of Michelin Driving Data to Intelligence (DDI).**

“As insurers, data processing is part of our DNA. Since artificial intelligence plays a key role in risk prevention, we are proud to join the Better Driving Community and leverage our expertise to help promote road safety,” said **Michael de Toldi, Chief Analytics Officer at BNP Paribas Cardif.**

“We are very proud to become a digital partner of the Better Driving Community. Tech for Good is a pillar of our strategy here at CGI, so we are very enthusiastic about getting involved in this outreach initiative alongside Michelin, a longstanding client of ours,” said **Didier Therond, Vice President, Grand Est Region at CGI.**

“This partnership will help enhance our innovative ANAIS service designed for local authorities, thanks to the driving data that will be collected. We are passionate about the safety of users and our clients, who prefer to take a preventive rather than curative approach and optimize driving infrastructure to continually improve safety on the roads,” explained **Fabrice Luriot, Head of Mobility by Colas.**

Find out more (French only):

<https://www.betterdrivingcommunity.com/>



About Michelin

Michelin, the leading mobility company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tires, services and solutions for its client's needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve a variety of industries. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has more than 127,000 employees and operates 69 tire production facilities which together produced around 200 million tires in 2019. (www.michelin.com)

About BNP Paribas Cardif

The world leader in bancassurance partnerships and creditor insurance¹, BNP Paribas Cardif plays an essential role in the lives of its policyholder clients, providing them with savings and protection solutions that let them realize their goals while protecting themselves from unforeseen events. As a committed insurer, BNP Paribas Cardif works to have a positive impact on society and to make insurance more accessible. In a world that has been deeply transformed by the emergence of new uses and lifestyles, the company, a subsidiary of BNP Paribas, has a unique business model anchored in partnerships. It co-creates solutions with almost 500 partner distributors in a variety of sectors (including banks and financial institutions, automotive sector companies, retailers, telecommunications companies, energy companies among others), as well as financial advisors and brokers who market the products to their customers. With a presence in 33 countries and strong positions in three regions – Europe, Asia and Latin America – BNP Paribas Cardif is a global specialist in personal insurance and a major contributor to financing for the real economy. With nearly 8,000 employees worldwide, BNP Paribas Cardif had gross written premiums of €29.8 billion in 2019.

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^[1] Source: Finaccord

About CGI

Founded in 1976, CGI is among the largest independent IT and business consulting services firms in the world. With 76,000 consultants and other professionals across the globe, CGI delivers an end-to-end portfolio of capabilities, from strategic IT and business consulting to systems integration, managed IT and business process services and intellectual property solutions. CGI works with clients through a local relationship model complemented by a global delivery network that helps clients digitally transform their organizations and accelerate results. With Fiscal 2020 reported revenue of C\$12.16 billion, CGI shares are listed on the TSX (GIB.A) and the NYSE (GIB). Learn more at cgi.com.

About Colas

Colas (www.colas.com)

Colas, a subsidiary of the Bouygues Group, has one mission: to imagine, build and maintain sustainable transport infrastructure. Backed by a network of 800 construction business units and 3,000 material production units in more than 50 countries on five continents, the Group's 57,000 employees act locally to connect communities and foster exchanges for today and tomorrow. Colas' ambition is to be the world leader in innovative, sustainable mobility solutions. In 2019, consolidated revenue at Colas totaled €13.7 billion (52% outside of France).

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