



INTRODUCING **THE MICHELIN® NEW PARENTS INITIATIVE**

We created the MICHELIN® New Parents Initiative to support new and expecting parents who are in the process of baby-proofing their lives – and who expect a tire that lives up to its promise: performance every time, new or worn. You can now partner with Michelin to provide peace of mind to an audience that grows exponentially every day by offering discounts on high-quality tires and safe travels incentives.

THE OPPORTUNITY

- There are 9,000 babies born each day to millennial parents.
- There are already 31 million millennial parents today, and we expect 64 million millennials to have families in the next 10 years.
- Research shows that 93% of new parents think about baby safety, but only 5% think about tires.
- Once presented with the information, 63% of new parents would consider replacing their tires.

INITIATIVE DETAILS

Targeted new parents will receive educational content about tire safety via social media campaigns and partnerships with various baby product companies. These parents will be encouraged to visit a participating retail location to purchase new tires.

• **Unique Promotional Code**

\$100 Reward Card after redemption on a set of four new MICHELIN® Premier® A/S tires. Promotional code will be given via email.

• **Michelin® Tires and Graco® Kit**

A limited number of consumers will receive a kit that includes a Michelin Man stuffed toy, MICHELIN® branded tire pressure gauge, MICHELIN® branded tread depth gauge, and coupons for Graco® products and other baby-related products.

BECAUSE EVERY STOP COUNTS.

MichelinMan.com/welcomebaby

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