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ON THE ROAD WITH A REMINDER TO ‘CHECK YOUR VISION’ BEFORE THE HOLIDAY SEASON

Recent initiatives show how Essilor’s partnership with the Fédération Internationale de l’Automobile (FIA) is engaging major mobility partners to promote the critical importance of good vision for road safety. A gentle reminder before many people take the road for the holiday season.

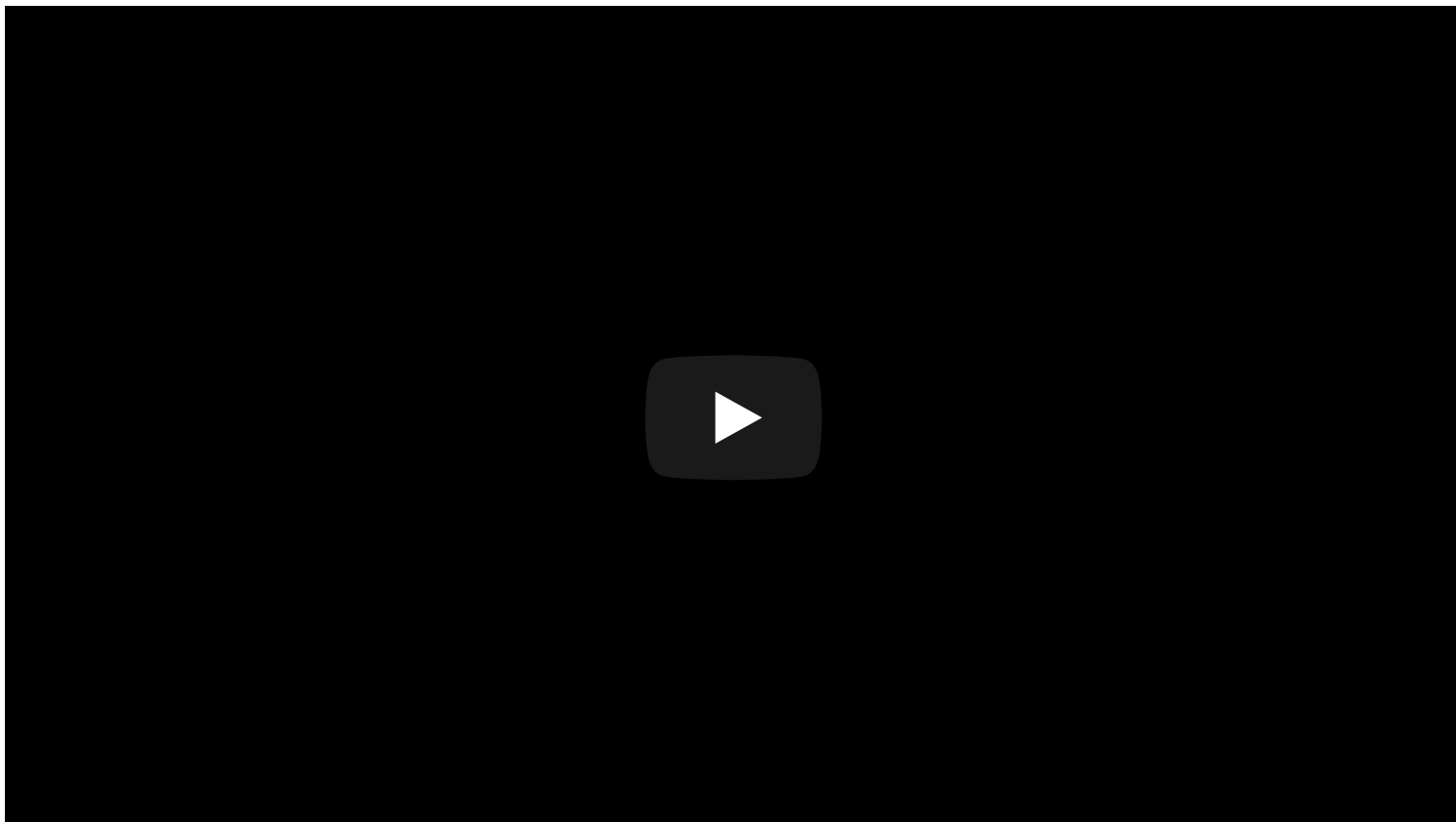
“Road Safety Starts With Good Vision”, the Essilor campaign supported by the FIA featuring the iconic ambassador MAX who invites people to do free eye screenings, received a great welcome during a number of high profile global events over the past month. These included the 24 Hours of Le Mans and ‘Mobilize days’ in the Renault Technocentre in France. Essilor also promoted their campaign in Montreal city centre on the occasion of the FIA Formula One Grand Prix.

“It is thrilling to see how our message on vision is positively welcomed by expert audiences in mobility,” said David Navarro, VP Vision & Road Safety at Essilor International. “The need to see well on the road is so obvious. People have been discovering tips and solutions to ensure good vision: regular eye checks, protecting eyes in sunny or night driving conditions and the advantages of polarized lenses on eliminating glare.”



This strategic partnership enables Essilor to work with a range of stakeholders – from FIA Clubs, world class motor-sport events and local authorities, to leading car manufacturers – to help spread the vision and road safety message to a wider public audience before millions of road journeys are made during the vacation period.

On 16-17 June, an awareness and eye screening operation, supported by the Automobile Club de l'Ouest (ACO) brought the vision and road safety message to the legendary 24 Hours of Le Mans, a major international event with more than 260,000 attendees.



On the occasion of the F1 Grand Prix weekend in Montreal, Canada, on 7-10 June, Essilor teams and the Chaire CRSNG-Essilor of the University of Montreal helped more than 4,000 people discover the importance of good vision on the road through screening, visual health information and a driving simulator putting people's vision to the test. MAX, our good vision ambassador, came to life and went to the streets to spread awareness of the issue among road users of all ages.

Essilor joined leading car manufacturer Renault for Mobilize Days at its Technocentre in France on 4 June. The event aimed at engaging Renault employees in the Group's five sustainability commitments, one of which is to raise awareness about road safety to road users worldwide.

The thousands of eye screenings and surveys conducted at these events showed the importance of our actions to raise awareness on good vision: globally, around 30% of people tested need better correction and a majority needs to improve protection from glare.

Launched in September 2017, the objective of this three-year partnership with the FIA is to promote the importance of good vision for road safety and encourage road users to have regular eye checks and use appropriate visual equipment to help reduce road crashes and fatalities.

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