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ESSILOR
SEEING THE WORLD BETTER

NEWSLETTER JUNE 2020

2020.06.04

ESSILOR AND MICHELIN UNVEIL A COMMON AWARENESS CAMPAIGN “TOGETHER FOR SAFE MOBILITY: CHECK YOUR VISION, CHECK YOUR TIRES” ON THE OCCASION OF THE MOVIN’ON SUMMIT

As Movin’On, the international summit for a safer mobility inspired by Michelin, is being kicked off, Essilor and Michelin jointly launch a global awareness campaign, “Together for safe mobility: Check your vision, check your tires”. For the first time, this campaign will bring together both brand ambassadors, the Michelin Man and Max, urging drivers to check their vision and their tires before getting on the road again. Both groups firmly believe in the power of joint initiatives to ensure a safe mobility. This is particularly critical today, as people progressively get back on the roads again in the context of COVID-19.



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2020.06.29

COVID-19: FIA AND ESSILOR DISTRIBUTE 10 000 PROTECTIVE GLASSES TO HOSPITALS IN NEED

Essilor, through its social impact fund Vision for Life, joined forces and networks with the FIA (Fédération Internationale de l’Automobile) to provide critical equipment to frontline health workers in the wake of the COVID-19 pandemic. As part of the FIA’s #Raceagainstcovid initiative, 10,000 protective glasses were distributed to 38 hospitals and medical centers across 4 continents.



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