

## PRESS INFORMATION

### VISION IS THE KEY TO SAFE DRIVING

#### *Wiper Blades: One of the Biggest Benefits and Least Expensive Steps*

**GREENVILLE, S.C.** – The single biggest factor in vehicle safety isn't the latest technology, air bags, electronics or driver skill. According to Dr. Philip Hessburg, chairman of the internationally recognized "The Eye and the Auto" symposium and President of the Detroit Institute of Ophthalmology, the single biggest factor in vehicle safety is the driver's vision.

Information from safety experts like Leonard Evans supports Hessburg. Evans' book "Traffic Safety," notes that vision provides motorists over 90 percent of the information used to drive. <sup>1</sup>

"I can't imagine anything being more important than the ability of the driver to see clearly through the windshield," said Dr. Hessburg, noting that reduced visibility is a factor in 42 percent of all vehicle crashes and safety research reveals collision risk usually increases by 50 to 100 percent during precipitation. <sup>2</sup>

Much of the elevated risk during rainfall appears to be related to visibility, since collision rates quickly return to near-normal after the rain has stopped, even if roads continue to be wet. And snowfall has an even greater effect than rainfall on collision occurrence. <sup>3</sup>

Ironically, one of the easiest ways to help driver's vision is also one of the least expensive solutions: checking and replacing worn wiper blades with new blades such as the new Michelin advanced frameless design wiper blades.

"The primary inputs for nearly all of your driving decisions are related to what you see," said Dr. Hessburg. "Virtually everything comes to your brain through your eyes." Some examples of primary visual inputs include:

- Stopping at a stop sign or red light
- Turning, merging and changing lanes
- Slowing or stopping due to traffic and monitoring nearby vehicles
- Recognizing the presence of pedestrians, bicyclists and motorcycles
- Lane markings, exit ramps, and road signs
- Traffic and road conditions

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Worn, torn or inefficient blades leave streaks, a film and an inconsistent view of the road that can limit vision or delay driver judgments.

Michelin's expertise in creating a rubber compound that allows your tires to grip the road in all kinds of weather has inspired the development of a high performance, frameless all-weather wiper blade with many innovative features and benefits, including:

Proprietary M-Guard Advanced Rubber Technology™:

- M-Guard Technology is a permanent part of the rubber compound – *not* a surface coating that eventually wears off – containing PTFE (Polytetrafluoroethylene) technology to help maintain an effective wiping edge and extend blade life by reducing wear.
- Rubber blade is molded in one durable piece. Rubber wiping element is held securely between two high tensile strength steel beams – not glued – for maximum durability.

Advanced Frameless Design:

- Eliminates the framework, joints and openings of conventional blades that can clog with snow, ice and debris for clean, powerful wipes and reliable all-weather performance.
- Smooth, quiet operation in all weather conditions.
- Built-in spoiler converts air flow over vehicle into downward force to help the blade maintain contact and reduce lift and vibration, especially in windy weather and at highway speeds.

“There is no excuse for knowingly reducing your driving vision with worn or poorly maintained wiper blades,” said Dr. Hessburg, “the costs are very low and the benefits of better vision are very high.”

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks, motorcycles and the space shuttle. The company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America ([www.michelinman.com](http://www.michelinman.com)) employs more than 22,000 and operates 19 major manufacturing plants in 17 locations.

For nearly 40 years, Pylon Manufacturing Corporation ([www.pylonhq.com](http://www.pylonhq.com)) has been a leading automotive aftermarket supplier specializing in the design, engineering, manufacture and marketing of wiper blades. Located in Deerfield Beach, Fla., Pylon is an ISO 9001-certified division of the Qualitor, Inc. family of automotive companies. Pylon is the exclusive licensee responsible for the manufacture and marketing of the Michelin® line of premium wiper blades and tire care products throughout North America.

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**Footnote References:**

- 1) Evans, Leonard, *Traffic Safety*, Science Serving Society, Bloomfield Hills, MI. 2004.
- 2) Andrey, J., Mills, B. and Vandermolen, J. *Weather Information and Road Safety*, Institute for Catastrophic Loss Reduction Toronto. 2001
- 3) Ibid.

**For more information, visit [www.michelinmedia.com](http://www.michelinmedia.com) or contact:**

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