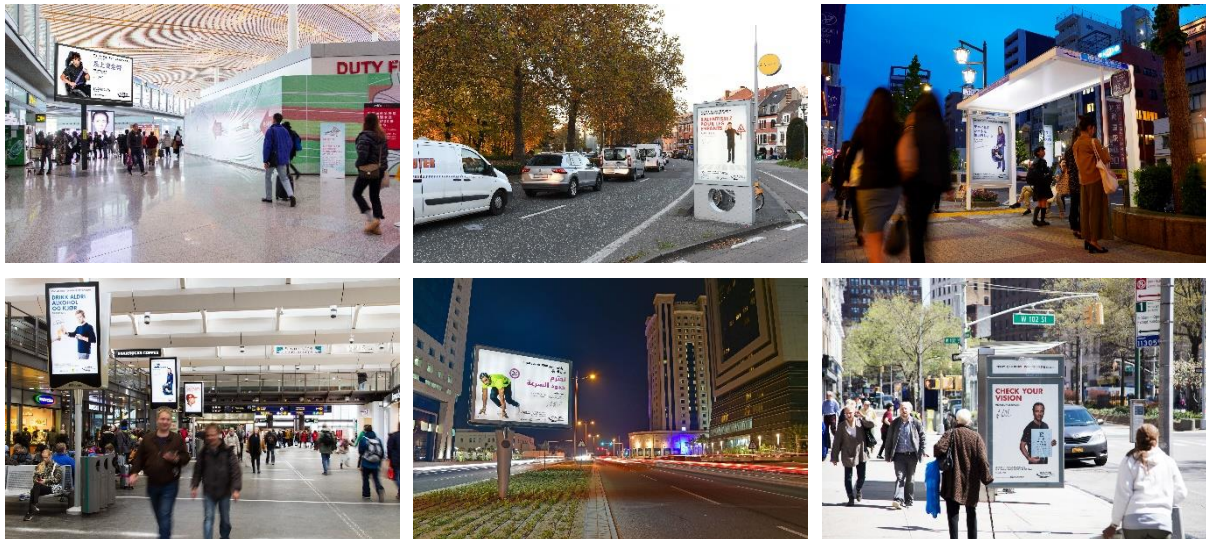




The FIA and JCDecaux are renewing the global road safety campaign #3500LIVES for the third year running

Paris, 21st November 2018 – Jean Todt, President of the Fédération Internationale de l'Automobile (FIA) and Jean-Charles Decaux, Chairman of the Executive Board and Co-CEO of JCDecaux, have renewed their road safety partnership – #3500LIVES – for the third year running. This global campaign was launched in 2017 to reduce road accidents, which cause 3,500 deaths every day around the world.



A public health issue

3,500 people are killed in road crashes every day, or more than 1.3 million a year. This figure is steadily rising. Between 20 million and 50 million people are injured on the roads each year. Young people are particularly affected as road accidents are the number one cause of death of 15-to-29-year-olds. Road safety is a real public health issue, representing a challenge and a priority for all countries and their citizens around the world.

A positive, universal, high-impact campaign

Since 2017, the #3500LIVES campaign has taken a positive, tangible approach to raise awareness and encourage pedestrians, cyclists, motorcyclists and drivers to adopt simple, easily applied habits that have proven to be effective.



The campaign has twelve Golden Rules¹ which are showcased by 15 world-famous ambassadors:

- sports personalities including Yohan Blake, Haile Gebreselassie, Antoine Griezmann, Vanessa Low, Rafael Nadal and Wayde van Niekerk,
- racing drivers like Fernando Alonso, Marc Márquez, Felipe Massa and Nico Rosberg,
- artists like Patrick Dempsey, Michael Fassbender, Pharrell Williams and Michelle Yeoh,
- political figures including Anne Hidalgo.

All the ambassadors have personally committed to support this cause on a voluntary basis.

The Golden Rules are also promoted by global institutions including the International Olympic Committee (IOC).

The campaign emphasises what everyone can do to make roads safer for all users with its slogan, “*Sign up, stay safe, save lives*”.

The FIA and JCDecaux: a strategic partnership based on their shared vision

The partnership between the FIA, which represents 246 member organisations in 145 countries, and JCDecaux, which uses its advertising spaces around the world to give the campaign maximum visibility, gives this road-safety initiative an unprecedented scale.

In 2017, the campaign was translated into 30 languages and displayed in nearly 900 cities in 77 countries in which JCDecaux operates. It was posted on over 50,000 advertising panels and was viewed over 2.7 billion times.

The partnership was renewed and extended in 2018, reaching over 1,100 cities in 79 countries and translated into 32 languages. The campaign was made even more visible in China, with display at Guangzhou Baiyun International Airport, in the Suzhou metro and on buses in Shenzhen. The expansion of JCDecaux’s digital screens around the world enabled the campaign to be rolled out more extensively across digital formats. In addition, the #3500LIVES campaign was displayed at major events throughout 2018, such as the Youth Olympic Games in Buenos Aires, Formula One races and the FIA Mobility Conference held in Montevideo, Uruguay. In Paris, two 2m² displays featuring the campaign were installed at the entrance to the Paris Motor Show, held at the Porte de Versailles exhibition centre on 1-14 October 2018. In total, the #3500LIVES campaign was viewed over 3 billion times in 2018.

By renewing their partnership for 2019, JCDecaux and the FIA will continue to offer unrivalled visibility to road safety messages around the world, for the third year running. This initiative is part of JCDecaux’s corporate social responsibility policy, which strives to encourage responsible communications by brands and institutions to improve citizens’ everyday lives.

Jean Todt, President of the FIA and United Nations Secretary General’s Special Envoy for Road Safety, said, “*We are delighted to be renewing our partnership with JCDecaux for the #3500LIVES campaign in 2019, so we can continue to promote best practices in road safety around the world, thanks to the unfailing commitment of our 15 ambassadors.*”

Jean-Charles Decaux, Chairman of the Executive Board and Co-Chief Executive Officer of JCDecaux, said, “*We are proud to be offering our support to the FIA and to Jean Todt’s road safety initiative once again in 2019. Outdoor advertising is central to all types of mobility and JCDecaux’s media reach over 410 million people around*

¹ Obey the speed limit, never drink and drive, use a child safety seat, always pay attention, buckle up, don’t text and drive, stop when you’re tired, wear a helmet, check your tyres, stay bright, check your vision, slow down for kids.



JCDecaux

the world every day. With the extent of our presence and our teams' commitment, we provide unrivalled visibility for road safety messages around the world, and hope to change behaviour for the better. JCDecaux is a key player in urban travel, and we are keen to help make cities ever safer and to enhance citizens' community spirit in France and around the world. This partnership with the FIA is fully in line with this policy."

About the FIA

The Fédération Internationale de l'Automobile (FIA) is the governing body for world motor sport and the federation of the world's leading mobility organisations.

Founded in 1904, with headquarters in Paris and Geneva, the FIA is a non-profit organisation. It brings together 246 Member Organisations from 145 countries on five continents. Its Member Clubs represent over 80 million road users and their families.

The FIA promotes safe, sustainable and accessible mobility for all road users around the world.

Further details can be found at www.fia.com

About JCDecaux

JCDecaux, the number one outdoor advertising company worldwide, is present in more than 80 countries and 4,033 cities with over 10,000 inhabitants and plays a major part in transforming urban landscapes. It all started in 1964 when Jean-Claude Decaux installed the first advertising bus shelters in Lyon, driven by his vision of creating beautiful cities with street furniture free-of-charge, in exchange for exclusive advertising rights in premium locations. For more than 50 years, JCDecaux products and services have been the benchmark in quality, aesthetics and functionality. Thanks to the expertise of its employees, the quality of the Group's achievements, notably in terms of upkeep and maintenance, is recognised by cities, airport and transport authorities, along with advertisers around the world.

JCDecaux is currently the only world-class player to focus exclusively on outdoor advertising and the development of all related activities: street furniture, transport and billboard advertising. At the forefront of Digital Out-of-Home, JCDecaux also provides advertisers with a wealth of creative opportunities and flexibility, allowing campaigns to be bespoke and targeted.

www.jcdecaux.com

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