

Michelin Salutes Spiteri's AYSO Support



**SPITERI'S COMPLETE AUTO SERVICE AND MICHELIN ROLL
OUT SOCCER BALLS, TIRES AND CASH TO SUPPORT
AYSO REGION 108**

(Belmont, Calif. - January 16, 2013) — The Michelin Soccer Program and Spiteri's Complete Auto Service donated more than \$450 in both funds and equipment to AYSO Region 108. These funds go a long way in helping to provide scholarships, uniforms and other soccer essentials for the participating leagues. Giving back to the community is a top priority for Michelin.

The Michelin Soccer Program partners tire dealers with local youth soccer organizations, providing the dealers the opportunity to reach out to the community. The leagues in turn receive funds and equipment. The soccer leagues are sent certificates that can be redeemed at the dealer's store for a free soccer ball during a 30-day promotional period, while supplies last. After a 60-day tire rebate promotion included on the certificate, Michelin donates \$2 to the soccer organization for each tire sold during the program.

Kathy Spiteri of Spiteri's Complete Auto Service in Belmont, CA is an avid supporter of the program. "The Michelin Soccer Program is an incredible way to connect with families and young players," he said. "The look on the child's face as you hand them their soccer ball is priceless. I encourage all the Michelin dealers to find a local soccer league and support them through this program."

"Michelin really believes in youth and making sure they are safe and healthy," said Don Byrd, vice president of Marketing for Michelin Americas Small Tires. "This program is the perfect partnership of all those elements. We look forward to continuing to grow and donate even more equipment and funds in 2013."

To learn more about the Michelin Soccer Program, visit www.michelinsoccer.com/?league_overview. To find out more about Spiteri's Complete Auto Service, contact Kathy Spiteri, 650-593-4758, at 292 Old County Rd in Belmont or visit www.carsupport.com.

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 and motorcycles. 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) employs more than 22,200 and operates 18 major manufacturing plants in 16 locations.

For more information, visit www.live.Michelin.com or contact:

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