



Greenville, SC, 23 March 2012

Mrs. Keri Atchley and Mr. Billy Johnson
Head Designers, Lead creators and Visionaries Extraordinaire
Design 360
2117 Old Towne Avenue
Miramar, Florida, 32550
USA

Dear Keri and Billy:

As we wrap up our 2012 NAIAS (North American International Auto Show in Detroit) program, I wanted to take a moment to thank you personally for your help in making the Michelin Challenge Design exhibit a success. The beautiful wall graphics anchoring the exhibit's urban landscape drew a lot of attention and received high marks from our visitors.

Placing the three EV concept vehicles in the center of a simplified urban setting, with MCD's and CCS' finalists projects featured in windows, doors and, thanks to you, on billboards yielded the perfect environment to meet our communication objectives. Getting scale models from overseas proved once more to be extremely difficult for a multitude of reasons, but received as always much attention from the majority of visitors. The visual complement of all three futuristic concept vehicles, the charge station, the highway trusses and signs, the image of a virtual cityscape in the foreground and of the real Detroit cityscape in the background ended up being really powerful.

What promised to be a significant challenge due to the location and particularly the shape and dimensions of the exhibit turned out to be simple yet very attractive to all audiences: the media, the industry and the public, throughout the whole show. Many repeat visitors of the show commented on the quality and originality of the graphics while others were curious to find who created them. In each case, we were happy to tell them about Design360.

We could not have done it without you. Congratulations and thank you to both of you!

I look forward to the opportunity to work again with you in the future.

Sincerely,

Bob Miron
Technical Marketing Director, OE
Michelin North America,
Greenville, South Carolina