



Written Testimony of Michelin North America, Inc.

**In Support of Rhode Island House Bill H7990 – Tire Efficiency Standards
Submitted to the Rhode Island House Committee on State Government & Elections**

March 3, 2026

Submitted by:

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Good afternoon, Chairperson Stanley and distinguished members of the Committee. My name is **Francesca Mosteller**, and I am testifying on behalf of **Michelin North America** in support of **House Bill H7990**, legislation that establishes minimum efficiency standards for replacement tires sold or installed in the State of Rhode Island.

Michelin is one of the country's largest tire manufacturers, with a longstanding commitment to innovation, sustainability, and safety. Our U.S. operations include numerous manufacturing plants, an R&D center, and tens of thousands of employees who contribute meaningfully to local, state, and national economies.

Economic Impact and Job Creation

Michelin North America operates **30 production facilities** across the United States and employs approximately **20,000 individuals**, including workers in the Northeast region. Our North American industrial plants produce nearly every type of tire—earthmover, aircraft, passenger, and truck—used around the world. Additionally, Michelin is a leading global manufacturer of durable composite materials and consists of a portfolio of companies to complement that expertise.

Earlier this year, Michelin announced the acquisition of the Cooley Group, a business headquartered in Rhode Island that employs over 100 individuals in the state. We take pride in serving the needs of consumers and businesses and providing high-quality mobility solutions that support state and local economies. Rhode Island's proposed tire efficiency standards align with Michelin's industry leadership and our commitment to innovation-driven economic growth.

Commitment to Sustainability and Innovation

Sustainability is one of Michelin's core values. We continue to invest heavily in designing **high-performing, long-lasting tires** that deliver excellent fuel economy and safety.

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H7990 aligns with Michelin's long-term strategy to reduce environmental impact across the full lifecycle of tire manufacturing and use.

Engagement with Other States

We strongly encourage Rhode Island officials to engage with policymakers in states such as California, where the **California Energy Commission (CEC)** has undertaken extensive regulatory work on tire fuel efficiency. Collaboration across states helps ensure:

- Consistency in regulatory approaches,
- Appropriate consideration of performance tradeoffs, and
- Uniform standards that reduce compliance complexity for consumers and manufacturers.

Multi-state dialogue strengthens overall regulatory effectiveness and positions Rhode Island as a leader in sustainable mobility policy.

Consumer Information and Performance Standards

Michelin supports **clear, meaningful consumer tire information** at the point of sale and online. This empowers consumers to make informed decisions that support safety, performance, and cost savings.

We support minimum efficiency standards, **provided that wet traction performance and tire longevity are protected**. In order to ensure consumer safety and overall tire quality, any performance guidelines should:

- Be technically feasible and cost-effective;
- Not adversely affect tire safety;
- Not reduce average tire life;
- Not interfere with end-of-life tire management systems.

These principles align closely with H7990's requirement that efficiency standards be developed responsibly and without negatively affecting tire safety or longevity.

Michelin and the wider tire industry **oppose requirements** to permanently mark efficiency ratings on tire sidewalls or stickers attached to new tires, as consumers rarely see these prior to purchase. We strongly support digital and point-of-sale disclosures instead, which are more accessible, visible, and effective.

Conclusion

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In conclusion, **Michelin North America supports House Bill H7990** and its goals to establish tire efficiency standards, improve consumer information, reduce emissions, and strengthen Rhode Island's environmental future.

We appreciate the Committee's consideration and would welcome the opportunity to provide technical support to the Rhode Island Department of Transportation in any rulemaking pursuant to this legislation. Michelin looks forward to continued collaboration with Rhode Island leaders in advancing sustainable and safe mobility solutions.

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