



DAILY NEWSLETTER #2  
TUESDAY 01.12.15

# AUTO+ ASSEMBLY



## Delivering progress

WCAMT sets out programme for club growth, strengthened advocacy and improved communication

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WCAMT

# Council unveils 2016 development programme

## FIA Deputy President closes year of 'progress on multiple fronts' with promise of enhanced agenda for clubs

Today's meeting of the World Council for Automobile Mobility and Tourism set out an ambitious agenda for the coming year, focusing on the implementation of a new business plan, increasing club development and strengthening the advocacy position of the FIA and its member clubs.

Addressing the meeting, Brian Gibbons, Deputy President, Automobile Mobility and Tourism said: "The past year has been characterised by progress on multiple fronts and I believe we are well placed to deliver on our objectives and also respond to an increasing agenda. We are gearing up to not only deliver on our [2014 Mobility Plan] but also to produce an enhanced mobility agenda encapsulating our needs around policy advocacy and service enhancements. Work on these agendas is already underway."

At the top of the council's agenda is the implementation of a new business plan for 2016. This centres on four key strategic aims: achieve global club development through learning; positioning the FIA as a global advocate for safe, accessible and sustainable mobility; supporting clubs in providing services to members and communicating effectively with mobility regions and clubs.

In the area of club development the FIA is targeting the provision of learning opportunities to all member clubs through the expansion of the FIA University to include a Senior Management Course. Increasing the capacity of clubs will also involve the continued delivery of the Club Development Programme. The council also pointed to the value of the annual Mobility Conference as a forum for knowledge exchange and networking and revealed that following the 2016 conference in Helsinki, the 2017 edition will take place in Tokyo.



The council also committed to further supporting clubs in their provision of services to members through advancing the development of the FIA Driver Training Certification Programme announced last year and by undertaking a feasibility study to evaluate opportunities for the FIA to support a network of driver training centres.

The council also agreed to strengthen the position of the FIA as a global advocate for safe, accessible and sustainable mobility and in particular referenced active participation in key international forums such as the ITF Summit, the World Economic Forum and the Clinton Global Initiative.

In this regard, it was revealed that FIA Secretary General for Automobile Mobility & Tourism Andrew McKellar will present the FIA's recently published global agenda on CO2 emission reduction to Sunday's Transport Day, organised in the context of the COP21 talks in Paris.

Global advocacy on road safety is set to be enhanced through the activities of the recently launched FIA High Level Panel for Road Safety as well as via support for the UN Special Envoy, the Action for Road Safety Campaign and the Road Safety Grants Programme.

Finally, the council noted the continuing improvements in communication with FIA regions and with member clubs but added that while it will further roll out the FIA Connect platform to support effective governance and decision making, a more broadly effective platform will be sought.

Reflecting on the past year, Secretary General McKellar added: "It's been a busy year for Mobility, a year in which we have seen substantial structural change within the organisation. It's also been a key year in terms of building our advocacy capacity, particularly on the road safety front.

"We have built the capabilities of the team in Paris and we are supporting clubs through the grants programme, but also working on issues such as connectivity, sustainable mobility, accessible mobility and so on. We have a much stronger focus and a much stronger team than we had 12 months ago."

Looking ahead, McKellar said the FIA would place particular emphasis on club development. "One of the areas we have to look at in greater depth is club development: engaging with clubs, supporting them in developing new services, increasing their commitment towards members and there are a number of initiatives we have to look at in that regard. We really do want to strengthen our focus on what we can do there."



Council member Franco Lucchesi.



Council members from FIA Region III and IV at today's meeting.

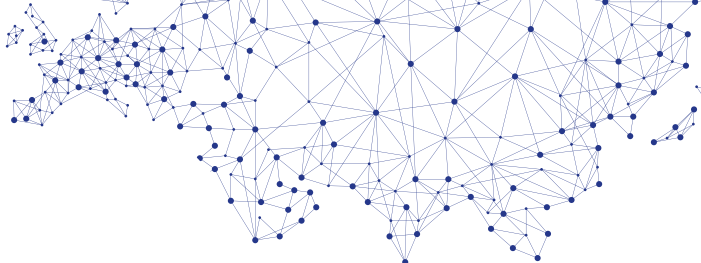
## AUTO Issue #13

AUTO, the international journal of the FIA family, has launched its latest issue, analysing how the innovations produced by motor sport influence the development of road car technology.

This edition of AUTO also includes a dedicated booklet about the FIA's new High Level Panel for Road Safety, which is made up of a coalition of senior decisions makers in policy, business and public health, who will work together to raise funds and promote awareness for road safety.

In addition, AUTO speaks to Luc Argand, chairman of the recently formed Global Institute for Motor Sport Safety, as he outlines his vision for the development of the organisation. Meanwhile, the second season of Formula E is now underway and AUTO looks at how the series' manufacturers are pushing the boundaries of electric car technology. This latest edition of AUTO can be obtained from the Welcome Desk in the lobby.





REGIONAL FOCUS: FIA REGION I

# Planning for a connected future

Vision 2030 represents 'a brilliant opportunity' for clubs says FIA Region I President

Thierry Willemarck



After presenting the results of the Vision 2030 project at this afternoon's extraordinary plenary session, FIA Region I President Thierry Willemarck said the report, which outlines strategies for clubs to meet future challenges, represents "a brilliant opportunity for our future".

"What is happening in the automotive world means we are most probably going to live through disruptions in the way we will work over the coming years," he said. "Therefore, we took that as a chance to examine how technology could affect our relationship with our members.

"If you start panicking or just do nothing or you keep doing things as you have been doing them then you will simply be kicked out of the market," he added. "But the other side is that there is an array

of technology we can use and this technology could be a means to develop common applications and activities, that the soul of any application could be developed in common."

Asked to imagine what the club of 2030 will look like, Mr Willemarck said: "It is probably a club that possesses fewer assets than it has today. It is an organisation that needs to be much more flexible because member' needs will change continuously.

"We need to be sure we have good communications platforms on which we can work all together – either apps developed within the FIA or app suppliers can be invited in and then we play the role of aggregators worldwide. Not everybody needs to take what's on the menu, you take what fits with your members. It needs to be an open platform so we can rapidly adapt."

REGIONAL FOCUS: FIA REGION II

# Building expertise and boosting potential

Giving clubs the 'confidence to aim higher' has been the focus for clubs in Asia

FIA Region II enjoyed a successful year in 2015, with its President, Takayoshi Yashiro, saying that "many seeds had been sown" in the hope of a rich future harvest.

The JAF President said that much of the focus has been on capacity building among the region's clubs, through mentoring and through implementation of the FIA University concept in the region.

"On the whole things are going well. We have a three-year plan, one pillar of which involves mentoring, while a second focuses on a Region II version for the FIA University. At the round table meeting we had in June in Malaysia we decided to work on these two pillars," said Mr Yashiro.

"In both programmes Professor Luis Vives from ESADE made a great contribution," he added. "In terms of

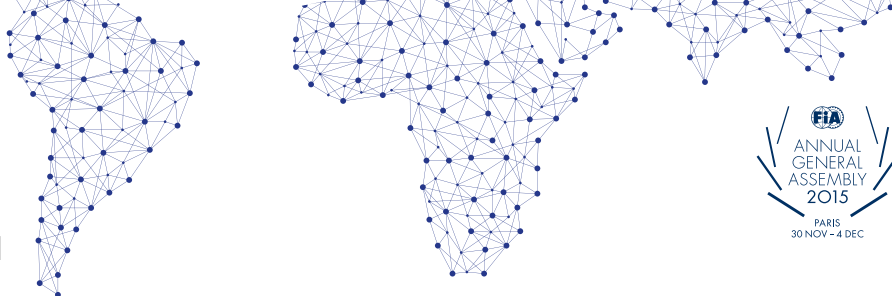
mentoring, we have clubs such as Cambodia being mentored by Singapore, Australia's NRMA is helping Bangladesh, Sri Lanka is assisting Nepal, South Australia is mentoring Malaysia and so on. At present Cambodia is an associate member but through mentoring it will hopefully become a full member.

"Another pillar is FIA University, which we held from 29 to 31 October," he said. "We can divide this into two parts – business theory and practical information exchange. The project was rated very highly by the clubs that took part. We now have budget to carry on for a further three years, so we are hoping to hold two sessions next year.

"It will allow executives to position their clubs for a successful future and hopefully it will give them the confidence to aim higher."

Takayoshi Yashiro





## REGIONAL FOCUS: FIA REGION III

# A vision for increasing engagement

FIA Region III President says Vision 2030 project could help clubs engagement with members

The Vision 2030 report was also a subject for discussion at today's Region III meeting, with President Tim Shearman saying that the strategies within the document could help clubs with future engagement with members across a range of matters including road safety.

"The Vision 2030 report is of great interest to us," he said. "In preparing the report they interviewed a number of clubs around the world including my own club, the Canadian Automobile Association (CAA), as well as other Region III clubs, and got each to illustrate its competitive landscape and what the threats are.

"Thus, we'll be looking at things such as the disintermediation of the marketplace, the Uber-like economy and how such companies could impact our ability to serve our members," he added. "We will take

its recommendations on board and in our case investigate switching from being a car club to being a mobility club, integrating cycling, pedestrian traffic and public transport into mobility and perhaps how we can do a better job in ensuring mobility for our members, not just getting in their car and driving everywhere."

He added that embracing new technologies in this regard would help clubs secure a successful future.

"Looking ahead, I think we'll be focusing on technology through applications, and that will include our road safety initiatives. We might do things such as polling members or doing contests online to engage our members and make them more aware. We've found in Canada that the more touch points a member has with an organisation the greater the chance of membership renewal."



## REGIONAL FOCUS: FIA REGION IV

# Safety the first priority for Region IV

Latin American clubs placed children's safety on the road at the top of their agenda in 2015



FIA Region IV President Jorge Tomasi today said the region has enjoyed a successful year in which road safety continued to be the main priority.

"We have been focusing on road safety, particularly the safety of kids," he said. "On that aspect we are collecting information from the region's clubs on the situation with regard to regulations governing children's car seats and at the same time we are talking to Latin American governments to create new laws relating to the level of implementation on this matter."

Mr Tomasi added that the region's clubs also serve as a platform for the promotion of the work of agencies such as Latin NCAP and iRap.

"We are promoting iRAP studies in a number of countries and trying to get local governments to take into account the recommendations

of these studies. Around 160,000 kms of road have been evaluated in Latin America and we are encouraging governments to pay attention to the recommendations made by iRap.

"For us a matter of great import is also the creation of a database for Latin America relating to Road Safety in each country and in that regard, Region IV has the advantage of being able to work alongside OISEVI (the Ibero-American Road Safety American Observatory). It is important that each government has the opportunity to manage its territory's information but also to have a central database so we can develop better strategies based on proper information."

Looking ahead, President Tomasi said key targets for 2016 include promoting the Save Kids' Lives initiative, continued engagement with the FIA University and expanding the FIA Driver Certification programme.



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