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AUTO+ SPORT WEEK

DEVELOPING FUTURE MOTOR SPORT



Launching FIA Sport Conference 2014, FIA President Jean Todt yesterday told delegates that motor sport "can no longer exist in a vacuum and content ourselves with playing our historic role as the regulator of motor sport" and that it must adapt "to a new reality, which is sporting, economic and social in nature".

Welcoming representatives from 109 ASNs to the headquarters of ADAC in Munich, the President said motor sport faces increased competition from rival championships, a new challenge in the shape of rapidly growing social media, continuing economic difficulties and the

need for motor sport to embrace a new era of social responsibility as demands for safety and environmental awareness grow.

He said that this is being done systematically in the FIA's championships but added that more work needs to be done to "make motor sport simpler and safer" and to "integrate technical progress" into the federation's sporting activities.

"It is upon these three bases that we will be able to construct an ambitious development policy for ASNs, similar to what is being done by other international sporting federations," he said.

He concluded by saying the key to this development would be the careful allocation of the funding made available by the F1 Concorde Agreement and funds from the 100-year rights issue of F1 that are now available.

Expanding on the same theme, FIA Deputy President for Sport Graham Stoker added that a new grant aid programme will be rolled out in the coming days and that delegates would be tasked, in a series of workshops, with defining new proposals for motor sport development that he hopes to present to the World Motor Sport Council on Thursday.



PLENARY SESSION 1

ENGAGING WITH YOUNG PEOPLE THE KEY TO GROWTH

In yesterday's first session, delegates heard motor sport experts and racing legends put the focus on youth

Double Formula One World Champion Emerson Fittipaldi yesterday told delegates that the future of motor sport lies in engaging with young people and understanding what they want from motor sport.

The Chairman of the FIA Drivers' Commission said that while teenagers of the past had aspired to owning a car, nowadays the must-have for teens is a smart phone. Engaging with that demand for technology will be the key to appealing to new generations of fans and competitors, he said.

Formula E promoter Alejandro Agag said that understanding how young people interact with technology had been a major factor in the formulation of the concept of the new championship, adding that the series' 'boost button' feature, in which fans vote via social media for drivers to get a power boost during a race had been partly inspired by Nintendo's Mario Kart video game.

Meanwhile, Williams F1 development driver and FIA Women in Motor Sport Commission Ambassador Susie Wolff said that the cost of entry into motor sport was a cause for concern but added that the FIA's Single Seater Commission was tackling this issue through the creation of championships such as the federation's new Formula 4 category.

Five-time Le Mans winner and FIA

Drivers' Commission member Emanuele Pirro added that motor sport needs to ensure that the passion of competition is maintained and that much of the appeal of racing lies in competitors being free to transmit the emotion and strain of racing to fans.

"I don't know who identifies with a driver who is fresh and clean and who appears not to be giving everything," he said.

Formula E and World Endurance Championship (WEC) racer Karun Chandhok said that in emerging motor sport nations it is infrastructure that is the key to bringing new competitors and fans to the sports, adding that while hosting a Formula One grand prix had boosted the presence of motor sport in his native India, the country still possesses just two proper karting tracks.

Finally, WEC competitor Keiko Ihara said that new technology and the presence of local manufacturers Toyota and Nissan has boosted the championship's profile in her home country of Japan to the extent that it is now the most popular international series in the country.

CONFERENCE Q&A

STEFANO DOMENICALI

The former Ferrari team principal and day one panellist on new technology, the need to challenge champions and taking a rest

Q What do you think will be the major influences on the growth of motor sport in the coming years?

A First of all we need to talk about an incredibly large base of licence holders, support networks, teams, manufacturers and fans, so it would be wrong to say there is only one thing to do – it would be to look at only one part of the motor sport cake.

We are talking about a thing that connects different people of different ages and cultures. You have older people who want to simply go racing and enjoy it and then younger people who want to enjoy a different experience. You have manufacturers who have marketing and technical interests and teams who generally have an interest in pure racing. You have to keep developing for all these different communities.

For sure the biggest thing is developing the sport for younger generations. Young people are not attracted by new technology as a word, they have to be connected by technology to the sport. They have to be involved. There are young people who want to be the driver but via connectivity – it's about being part of it yourself.

Q How do you see youth appeal being developed? Do you believe it needs a centralised effort?

A We need to have a strategy. We need to be integrated with the stakeholders promoting all of the different categories. Without an integrated communication plan we will be disconnected. This



week will be important in getting all of those stakeholders together, in finding out what each one is dealing with and hopefully then they can formulate a plan and choose the main route to follow. It's important to act quickly.

Q Is attracting new fans as simple as inviting the public to free driving days; to give them a taste of racing?

A That's important for those who want to be in the show but we also need to appeal to people who are purely sports fans and who want to challenge the professional or the champion through games or interactive experiences. One thing I learned from looking at the American market, in different disciplines, is that fans want to be the one challenging the most important player in basketball or whatever. Fans want to be the protagonist. If we can provide that it will help our entire movement to be connected to fans.

For young people who want to get involved as drivers it has to be affordable, otherwise it is impossible. Here there is a dichotomy. New technology at the beginning is expensive. We need to find

a balance. If we are too aggressive on new technology we run the risk of losing the passion of motor sport. We need to balance it carefully.

Q Has the current Formula One season developed in the way you imagined?

A In a way, yes. As I said last year, it was clear that the teams that were strong at the beginning would keep that advantage for the season because with such a step change in technology... Mercedes have done a great job and they will keep this advantage for a long time. To close the gap in a situation where the regulation is more or less frozen is very difficult. I hope the others will be able to close the gap soon, though, because at this stage you need to have races that are emotionally engaging. If you lose the passion it wouldn't be good.

Q What about your own plans for the future? What are you up to?

A So far, I'm taking a breath. After 23 years of non-stop work it seems I have a bit of time now, so I'm taking the opportunity to be with my family, which has to be good. Yes, really good.



FIA SPORT MOTOREX

PROMOTING PARTNERSHIP

Yesterday saw the opening of FIA Sport MotorEx 2014, which aims to promote motor sport development by building a meeting point between leading motor sport industry supplier and the sport's organisers and administrators. It's already proving to be a big success.

SECOND PLENARY

JOINING FORCES TO BUILD BETTER MOTOR SPORT

The day's second discussion centred on the opportunities that exist for ASNs and industry to work together to develop motor sport

The second plenary session of day one saw a panel of motor sport business experts and ASN leaders come together to discuss methods of strengthening the links between industry and sport.

Prefacing the discussion, Professor Mark Jenkins, co-author of the book 'Motorsport Going Global' and Chris Aylett, CEO of Britain's Motorsport Industry Association presented some initial findings of the FIA's ASN survey.

They revealed that from the 138 surveys sent out 57 ASNs have responded so far and that according to the interim result rallying is by far the most popular pursuit among members, with circuit racing second, but with drifting coming in a strong third.

The results also showed that the number of licence holders across the respondents had decreased marginally between 2010-2013, by 2 per cent, but that the number of female licence holders had increased by up to 5.8 per cent during the same period.

In terms of nominating what they see as the biggest barriers to motor sport development, the respondents nominated the cost of participation as the biggest problem, followed by lack of government support, ASN capability and struggles with infrastructure.

This was followed by a video message from Carlos Slim Domit in which the FIA Senate member outlined how industry in Mexico had partnered with motor sport to not only promote the careers of young drivers but to enhance its brand image through association with racing's



high-tech world. Andrew Papadopoulos, President of the Confederation of Australian Motor Sport then launched the discussion by saying that while ASNs are wary of the media it represents an important tool for promoting the agenda of ASNs, as CAMS did successfully with its Ignition road safety programme.

Wan Heping, Vice President and Secretary General of China's FASC explained how the ASN had forged successful partnerships with a number of car manufacturers in the development of the Chinese Touring Car Championship, including Ford, Honda, Volkswagen, Kia, Toyota and Hyundai. At a different level he pointed to the ASN's partnership with Magneti Marelli, saying that the firm's supply of equipment had helped to improve safety and reduce costs.

Authorised Volkswagen spokesman

Wolfgang Dürheimer said that the redefining of the F3 championship, with the help of ADAC and the DMSB, had been key to the involvement in engine supply of Volkswagen and Mercedes. He added that the restructuring of the racing ladder by the FIA would lead to greater partnership in the future.

Uwe Brettel, Head of Motorsport Sales at Porsche said that the company now supports 19 Carrera Cup championships around the world and that the key to forging successful partnerships is to tailor the competition to the demands of the local market.

Finally, Tim Mayer of ACCUS, suggested that his ASN's success can be attributed to its philosophy of being promoters first and regulators second and he encouraged ASNs around the world to consider a similar approach.



GAMING TECHNOLOGY

FIA HELPS TO PERFECT THE RACING

A new partnership between the FIA and video game maker Polyphony Digital has led to circuits in the hugely popular game Gran Turismo being fully homologated

FIA Sport MotorEx 2014 yesterday saw the launch of an exciting new partnership between the FIA and Polyphony Digital Inc (PDI), makers of the Gran Turismo console game.

To mark the start of the collaboration,

Gran Turismo 6, the latest version of the hit game will become the first-ever video game to feature FIA-certified content.

The game, which launched late last year, has been granted an FIA certification for four of the game's world-famous tracks. The virtual circuits in Gran Turismo have been recreated in intricate detail. The track inspection for each was conducted by FIA officials who visited PDI's development studio in Tokyo, where GT6 track models were accurately compared to FIA standards. Other tracks included in GT6 will be subject to inspection in order to obtain certification by the FIA in the near future.

As a second element of the partnership, FIA and Polyphony plan to launch an official FIA Online Championship in 2015 with the intention of offering the large number of Gran Turismo players and motor sport fans the opportunity to engage with real motor sport.

"This innovative new partnership will ensure that millions of Gran Turismo and motor sport fans can race on even more detailed tracks at home," said FIA President Jean Todt. "The Gran Turismo

series has played an important role in helping to attract a new fan base to motor sport. With the input of FIA in the development of the upcoming FIA Online Championship, Gran Turismo 6 will now offer an experience even closer to the real world of motor sport."

Kazunori Yamauchi, President of PDI, added: "We are proud for Gran Turismo 6 to be officially certified by the governing body of world motor sport for in-game content. As we celebrate the 15th anniversary of Gran Turismo, this has to be the biggest accolade the game has received in its history."

The launch of the collaborative effort saw the installation of a GT simulator at Sport MotorEx 2014 and racing stars and senior FIA officials were invited to test the game. Strapping themselves in for laps of their favourite tracks were F1 legend Emerson Fittipaldi, who chose Brands Hatch, the scene of a British Grand Prix win for the Brazilian in his first championship year of 1972, World Endurance Championship racer Keiko Ihara and President Todt. Naturally, all acquitted themselves well.



COCKTAIL EVENING

NIGHT AT THE MUSEUM

At the end of a busy first day at FIA Sport Conference 2014 delegates were treated to a true feast for the senses, courtesy of BMW, which turned its incredible museum into an opulent lounge for a stunning cocktail evening. The BMW Museum features some 125 of the brand's most valuable and attractive automobiles, motorcycles and engines all displayed in a huge 5000m².

As well as enjoying the sumptuous atmosphere, delegates got the chance to get up close and personal with some of the company's most important machines, but only if they donned a pair of white gloves. A truly spectacular end to day one in Munich.





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