



DAILY NEWSLETTER  
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# AUTO+ MOBILITY WEEK

OPENING PLENARY SESSION

## Rising to future mobility challenges

FIA President Jean Todt says  
structural changes have prepared  
the Federation and clubs to  
meet the challenges ahead

Launching Mobility Conference Week 2013, FIA President Jean Todt told delegates that efficiencies undertaken by the Federation have made the organisation well prepared to help member clubs deal with a changing mobility landscape.

Referencing the conference title of 'Connected for the Future', President Todt said the theme "concerns the links the FIA has forged with clubs, as well as the links clubs have forged with one another". ►



“This means being connected together and united, in order to be stronger and more efficient,” he said. “For four years now, all the reforms we have embarked upon have been designed to make our organisation more efficient so that it can offer its members improved service.

“Uniting 236 clubs from 139 countries around common objectives is a complex mission,” he added. “That is why we have had to modernise our structure and offer services more adapted to your needs.

“Our work has been to consolidate the FIA community and we are now in a position to take up new challenges and to look to the future,” he added. “There is no shortage of projects. Together, we must make those we have already commenced bear fruit.”

The changes made, he added, were important as clubs face into an era of enormous change in the world of mobility.

“Development of alternative means of propulsion, in particular the growth of electric vehicles, and the impact of new technologies to assist with driving and increase safety will progressively transform both the way in which we drive, especially in urban areas, and the place of the car in society,” he said.

“Whereas the number of cars is stabilising in western countries, it is in the process of exploding in emerging countries, where new consumers are gaining access to this form of transport. However, they must now learn to manage both the opportunities these changes offer and the dangers they pose, whether in the field of road safety or in that of environmental concerns.

“One of the FIA’s historic missions has been to promote individual mobility and the freedom it brings,” he said, “and so it is our duty to address this vast subject and assess the extent of the issues involved.”

Deputy President Mobility Brian Gibbons continued the theme of efficiency, explaining to delegates that the federation’s Mobility arm is currently drafting its aims for the future.

“It’s time to write our second business plan with the needs of the next three years in mind,” he said. “One of the key intentions will be to work more actively with each of the regions and each of the regional presidents on club initiatives and co-operations.

“A manifestation of that objective is the fact that in compiling the second



mobility plan it not only requires administration and input from myself but it is also actively involving the four regional presidents. This is a truly collaborative approach. The plan will be presented to the World Council for Automobile, Mobility and Tourism in December.”

Susan Pikrallidas, Secretary General for Automobile, Mobility and Tourism, told conference delegates that member clubs need to work closely together to meet the challenges of greater connectivity in the future.

Explaining that machine to machine connections in the

automotive world will triple by 2017 and that recent studies have indicated that by 2025 90 per cent of all newly sold cars will communicate with other cars and with road infrastructure, she said member clubs and the FIA must “find a way to connect to this new world”.

“Let’s together explore ways to ensure that clubs can succeed in this hyper-connected future by recognising potential threats and more importantly by identifying new opportunities,” she said. “Let’s work together to recognise the impact of this connected future on club business, on club members young and old and on club growth.” ■





ANWB TOUR

## Inside the service culture

Yesterday saw delegates treated to a behind the scenes look at how the ANWB manages its roadside assistance business, with a trip to the organisation's emergency and technical centres





Roadside assistance services lie at the heart of many clubs' business models and yesterday conference hosts the ANWB gave delegates the chance to look behind the scenes at its emergency and technical centres to see how the club handles more than 2.3 million calls per year.

At the Emergency Centre, located at the ANWB's headquarters in The Hague, delegates were guided through the operation's nerve centre by Eric Grootmeijer, Network Manager, ANWB assistance and Area Manager ARC Europe.

He explained that while the total area of Holland may be small, just 37,000 square kilometres, the size of the country means that Dutch motorists are highly mobile throughout Europe and as such the ANWB has a network of international assistance offices in cities such as Athens, Lyon, Munich and Barcelona. He revealed that the club now handles some 80,000 assistance cases annually.

Closer to home, of the 2.3 million calls received by the centre's 350 staff, 1.2 million are domestic road assistance cases. In the realm of medical assistance, Grootmeijer informed delegates that it receives 250,000 calls per year and deals with a 30,000 cases.

Delegates were also taken inside the club's technical centre, where they were given detailed explanations of the complete range of services offered by the club and shown the range of vehicles at the club's disposal, stretching all the way back to its origins 130 years ago. ■





FIA UNIVERSITY

# The Lobbyists

On Monday, prior to the official start of Conference Week, the FIA University held a course on Strategic Lobbying. Attended by more than 20 club representatives from as far afield as Iran and Tasmania, the course offered participants the chance to explore the opportunities and challenges underpinning the need for effective lobbying and advocacy strategies, in issues such as applied leadership, communication and advocacy skills.



## CLUB CORRESPONDENTS

# Making the right connections

Yesterday's annual meeting of club correspondents put the emphasis on affiliation and improving links between clubs and the FIA

Yesterday's annual Club Correspondents meeting heard what was new at the FIA and how continued input from correspondents is crucial to the work being undertaken by the FIA administration.

One of the highlights was Susan Pikrallidas' presentation. The Secretary General for Automobile Mobility and Tourism told the meeting that following approval from the World Council for Automobile, Mobility and Tourism (WCAMT), the FIA's new affiliation process has been designed to support clubs in building capability and meeting the criteria necessary. She added that in the case of clubs that do not currently meet the requirements, the process was designed to identify problem areas that could, via support from the regions, be worked upon to raise standards. Non-affiliated status would also be considered.

Starting this year, to this end, each application will be being evaluated in "more depth", with a more extensive set of requirements being put in place. A site visit will be conducted as part of the evaluation process.

Earlier, in his introduction, Deputy President Mobility, Brian Gibbons told the correspondents that they represent a vital conduit of information for the FIA. He added that the network of correspondents is highly valued by the FIA and congratulated them on the work they do in linking clubs with the federation.

Continuing the theme of improved communication, Johann Grill, Chairman of the FIA's Policy

Commission told the meeting that it was crucial to the commission's work in lobbying and advocacy to "bring people together from around the world to meet regularly" in order to share information, strengthen links and provide advice to the FIA leadership on issues concerning costs, operational consideration and areas of opportunity.

He added that a set of projects could be created for clubs to boost input and highlighted five areas for clubs to work on, including access to car data and telematics, which he ranked as a major strategic issue, assessment of child safety in cars, the provision of reliable road safety indicators, and eco-driving.

Frank Fotia of the FIA Services Commission then introduced a new collaborative tool aimed at providing an online environment designed to foster communication between the FIA and clubs. FIA Connect, he said, will provide a third database of services and products that clubs offer.

Explaining the new development, Crystelle Job said it will "strengthen the network of clubs and encourage exchanges with Services Commission team" and will host documented expertise, provide a space to share documents and to communicate with each other. She added that the site is due to launch at end of year.

Ortrud Birk, on behalf of the entire FIA team present, invited the club correspondents to enter into more contact with the FIA administration to make sure that as much information as possible reaches the FIA and can then be distributed and shared appropriately with other clubs.



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## Conference Week online

As well as our daily newsletter, which aims to keep you up to date with all that's happening here in The Hague, there's a whole lot more depth available online at FIA.com. All of the week's presentations are available to view, as well as the official preview video for this year's event. We'd also like to encourage you to visit the website and fill in the online evaluation forms. Just follow the links below.

### SPEAKERS PRESENTATIONS

<http://www.fia.com/mobility-conference-week-2013-speakers-presentations>

### EVALUATION FORMS

<http://www.fia.com/mobility-conference-week-2013-evaluation-forms>

### MOBILITY CONFERENCE WEEK PREVIEW VIDEO

<http://www.fia.com/multimedia/video-gallery/mobility-conference-week-2013-preview-video>





## CLUB ANNIVERSARY

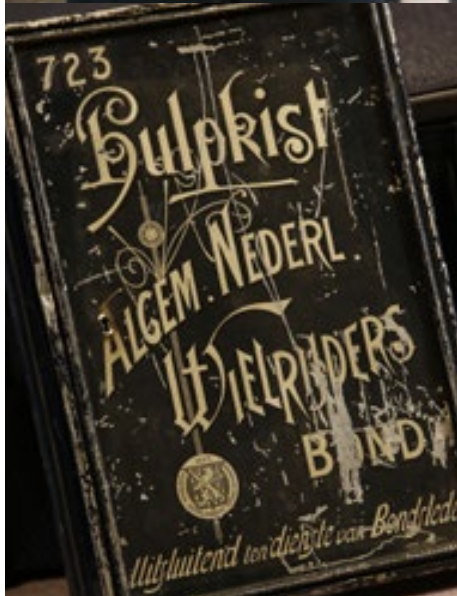
# Cycling through 130 years of history

Mobility Conference Week coincides with the 130th anniversary of hosts the ANWB and in honour of the landmark, the club yesterday presented a fascinating look back to its origins in the world of cycling

Cyclists in historic costume wheeling through the auditorium, interactive lighting sessions and a lesson on how Dutch bicycling culture is influencing mobility in Africa – delegates were treated to all of the above as the ANWB welcome Conference Week to the Hague with a two-wheel tour through the club's 130-year history.

Guiding delegates through the club's tale was club historian Hans Buiter who explained how, in 1883, the ANWB had been set up as the Nederlandsche Vélocipèdisten-Bond, a cycling club for men interested in racing bike.

Hans then took delegates through the story of how the club and its dedication to cycling influenced mobility in Holland and turned the Dutch into a nation of cycling enthusiasts, a passion that's still very much in evidence today. The ►



historian's lecture was accompanied by cyclists in period costume riding antique bicycles through the meeting room, some of whom offered insights into how the club's history unfolded.

The afternoon lecture was moderated by Amanda Ngabirano. An urban and regional planner from Uganda, Amanda spent some time in the Netherlands and her experience of cycling culture in Holland has led her to spread the message in her homeland that cycling is a healthy and cost-effective mode of transportation. So successful has she been in this endeavour that she is now known as Ms Bicycle in her native country.

Later, following a break in proceedings delegates returned to find a bicycle light on each seat, which they were encouraged to use during the course of the presentation in the darkened hall.

The session also featured a panel discussion in which a number of speakers talked about different attitudes to cyclists as road users around the world, with one Finnish delegate raising a few chuckles in the audience with a comment about the recent proliferation of middle aged men in Lycra on the streets of the country.

Finally, delegates were shown a new bicycle being developed by the ANWB. Still at the concept stage the 'Life Cycle' boasts greater stability than a normal bike and is thus safer to ride. This is particularly relevant in the case of older users. The electric bicycle also features a video camera, which displays images of what's happening behind the rider. ■





## WELCOME COCKTAIL

# Relaxing at the Rotunda

Day one in The Hague ended with the first of the week's social events, a welcome cocktail held in the beautiful surrounds of the Rotunda at the ANWB's headquarters. The building is a jewel of local history and the fountain in the centre bears a philosophical verse by Dutch poet Jan Engelman for travellers to contemplate. The floor, meanwhile, depicts a compass rose made of San Sebastian natural stone. All in all, the perfect place to unwind and relax in the company of colleagues after what was a busy opening day.

Today promises to be even more intense, with the first of this week's keynote addresses, *Owning Your Future*, being delivered in the morning by renowned trendwatcher Adjiedj Bakas. In the afternoon delegates are invited to journey to Valkenburg Airport where they'll have the opportunity to test the latest alternative technology cars at the iMobility Challenge.





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