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AUTO+ MOBILITY WEEK

A photograph showing two men sitting in the front seats of a dark-colored Mercedes-AMG GT convertible. The man in the foreground is Nico Rosberg, with blonde hair and a slight smile, wearing a dark jacket with 'Merc.' visible on the sleeve. He is holding the steering wheel. The man in the background is older, with white hair, wearing a dark suit and a yellow tie, smiling. The car's interior is tan leather. The background is slightly blurred, showing other people and what appears to be an outdoor setting.

iMobility - the
race is on!

With a little help from F1 star Nico Rosberg, delegates yesterday got first-hand experience of the cars of tomorrow at Valkenburg Airport



IMOBILITY CHALLENGE

Racing into the future of mobility

Yesterday's iMobility Challenge at Valkenburg Airport gave delegates a taste of smart, efficient and safe motoring





Delegates enjoyed an exciting vision of the future of motoring at yesterday's iMobility Challenge, where Formula One driver Nico Rosberg was the star attraction, alongside Dutch F1 racer Giedo van der Garde and young hopefuls Robin Frijns, and Kevin Abbring. The trio was there to help demonstrate the latest in-vehicle technologies at Valkenburg Airport.

"It would be great to have cars which are always connected because it would make everything easier, greener and safer," said Rosberg. "In F1 we use many advanced safety systems. It's very important as they can do things which humans cannot."

Asked for his view on the new Spark-Renault Formula E Championship car on display, the Mercedes F1 driver said it was the first time he had seen it in person, but admitted he is excited about next year's competition.

Caterham F1 driver Giedo van der Garde said that "connection between cars, and connection



'It would make everything easier, safer and greener'

Nico Rosberg



with the road" is important because it can "teach the driver to drive in a more efficient way, or even avoid congested areas where pollution is made."

Organised by the FIA and ANWB, and funded by the European Commission, the event provided a taste of the next generation of mobility solutions.

FIA President Jean Todt took part in a demonstration of an autonomous car and commented: "Thanks to vehicle connectivity, we are on the verge of a new era in mobility. An array of new technologies provides an outlook to safer, greener and smarter driving experiences." He also thanked the ANWB and its President Guido van Woerkom for hosting the event.

In-car sensor systems to protect pedestrians and cyclists, applications for sustainable traffic management in urban areas, and the eCall system were also demonstrated to the public, many of whom tested the systems themselves.

"Intelligent mobility is like having a second brain in the car, it's good to have a connected system which gives you the right information at the right time," said rally driver Kevin Abbring, who won the FIA Institute's Driver of the Academy award in 2011.





OWNING YOUR FUTURE

Moving forward without fear

Yesterday's first keynote address of Conference Week saw trendwatcher Adjiedj Bakas urge clubs to embrace an era of change in the world of mobility



As mobility enters an era of unprecedented change, conference delegates were yesterday told that far from being a threat, the emergence of new modes of transport and new technologies represent a time of great opportunity for mobility clubs.

In a wide-ranging and entertaining address, trendwatcher Adjiedj Bakas gave delegates a glimpse into a possible future and then outlined ways in which clubs could play a major role in it.

“A lot of people are afraid of the future, it’s like a train coming towards you,” he said. “But if you know the train is coming, you can prepare yourself.”

To illustrate his view of the changes already taking place, he pointed to research predicting a fall of 50 per cent in car ownership in Europe by 2050 as people move towards autonomous vehicles and car-sharing options.

“People are going to share cars, rent them by the hour and do so via mobile phone,” he said. “A self-driving will car come to your house, pick you up and take you to your destination. It will look for parking, which you will pay for with your mobile phone.”

He insisted, however, that the growing presence of such vehicles in the marketplace should be regarded as an opportunity rather than a threat.

“This represents an enormous opportunity for organisations such as yours,” he said. “You can exploit these cars. You can own thousands of these cars and rent them to customers. This is one possible business opportunity for you.”

He also suggested that as energy supplies come to increasingly define the shape of transportation design, clubs could take an active role in the energy market. “You can become a buying organisation,” he said, “purchasing oil, gas and electricity to trade to your members.”

The development of new raw materials and innovative manufacturing processes could also have a massive impact on future mobility. “In the future 3D printing could see us printing cars; cars made of plastics that come from plants.”

According to Dr Bakas, the prospect of advanced 3D printing and greater connectivity in cars could represent possible areas of opportunity for many mobility clubs.

“At the moment one of your cash cows is repairing cars,” he explained, “and at the moment that requires someone to physically go to the car and fix whatever is broken. But do we really need that? It could be that cars are fitted with 3D printers and when something goes wrong someone simply repairs it at a distance because the car will be made in such a way that you can communicate with all its systems.”

Bringing his talk to a close, he urged delegates to be unafraid of the changes taking place and to embrace innovation.

“The most successful animal is the one that adapts best to the changing environment,” he reiterated. “Your environment is going to change. Use these changes to develop opportunities. The future is not for people who are afraid, the future is for people who dare. Don’t worry – it’s going to be fun.”



