



DAILY NEWSLETTER
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AUTO+ MOBILITY WEEK



Connected Together

As Conference Week heads towards a conclusion, the FIA mobility family yesterday came together for a day of intense work and a little relaxation



CONNECTING CARS

Preparing to meet the cars of tomorrow

The second of this week's keynote speeches took delegates inside the technology-driven revolution taking place in the world of mobility

Yesterday's keynote address by Ton Steenman, a key figure in computing giant Intel's involvement in the automotive world, gave delegates an insider's view of how the world of transport is evolving and the speed at which radical change is taking place.

Steenman opened his talk by highlighting the swiftness of the developments now engulfing all major industries, including that of the automobile.

"To give an example, in 1996 Kodak was a company with a market capitalisation of \$28bn but in 2012 they filed for bankruptcy. In same year, a [photo-sharing] company called Instagram was purchased by Facebook for \$1bn. This is the speed of the changes underway."

He then guided delegates through some of the major innovations likely to impact on transportation, such as developments in the realm of robotics and autonomous cars, which he said would have a major presence on roads within the next 5-7 years, and also in 3D printing, which could transform transportation in a major way.

"3D printing is very quickly getting to the stage where you are thinking 'what do I want to wear tonight?' and you will print that out. When you're done with it you'll recycle it and print a different piece of clothing the next day," he said.

"Imagine the impact that will have on the transportation of goods and services on the economy. You won't have to ship packages any more. You won't have to go to a store to buy things any more. The whole notion of large manufacturing facilities will probably transition to micro manufacturing facilities on the corner of your street. This could have far-reaching implications for the transportation industry."

It is in the area of data, however, where Steenman sees the biggest changes happening.

"Data will have a profound impact on transportation," he said. "If you look at evolving technology in cloud computing, storage, how devices are becoming more intelligent and the importance of data and services, we can do amazing things."

Steenman spoke about how the airline industry has developed a simple system to monitor engine health, using the data harvested from sensors to analyse efficiency and predict maintenance schedules, with profound effect. This leveraging of data is the key to how mobility will be transformed he said.

Information currently locked in a car's systems will be a rich source of knowledge when connected to other data sets gleaned from connected infrastructure elements and devices.

"Everything will be connected," he said, and the cross-referencing of enormous data streams and the constant improvement of analytic tools, will, he added, open up opportunities for the development of new services for the transport industry.



Steenman's fascinating speech inevitably prompted many questions from the floor, with a representative from Finland's Autoliitto asking how gathering data in such large quantities will impact on personal privacy.

Steenman responded that younger people are much less concerned with issues of data privacy than older generations and that the positive benefits resulting from the application of such information in terms of improving road safety and easing congestion far outweigh the negative aspects.

Miguel Nadal from Spain's RACC then asked the Intel Vice President about the risks associated with changing a mobility club business model that has existed for more than a century too quickly.

"If we don't do something, the start-ups will," said Steenman. "It goes back to what I said about Kodak. It is almost a case of looking at what the innovative start-up companies are doing and collaborating with them. It is about learning from their innovation and embracing it instead of trying to resist it." ■



SHARE FAIR

Learning from each other

Yesterday's Share Fair presentations allowed delegates to explore a range of FIA programmes aimed at helping clubs to fulfil their future goals

With the theme of learning from each other, Conference Week's Share Fair presentations armed clubs with information about a number of FIA programmes designed to aid them in instigating road safety projects and building capability.

In the FIA Grants session, FIA Director of Strategy and Operations Ortrud Birk explained how the guidelines for access to Road Safety Grant funding have changed for 2013/2014 in a bid to make the grants accessible to a greater number of clubs and to ensure that all types of club can qualify.

She told participants that the grants are now arranged into small, medium and large project categories, a system that will give projects of all varieties from every kind of club a greater chance of success. Irene Papanikolaou, FIA Grants ►



Manager, reiterated the importance of adhering to the procedures as explained on the grants website (www.fia-grants.com).

The session was then given over to hearing from four clubs that have been awarded grants in the past so that delegates could learn from their experience.

A delegate from Canada took participants through the application process and explained how clubs could make the best possible presentation of their projects. Tanzania's delegate, meanwhile, described the success of its project on improving road safety among users of 'Boda Boda' motorcycles in the country. India presented details of a small category grant success with its project in support of the recent UN Global Road Safety Week, while a French delegate told of the grant system's monitoring and evaluation process.

Finally, participants were given insights into communication skills in order to achieve maximum publicity for grant-aided projects.

In the presentation on the FIA University, Professor Silviya Svejenova and Professor Dr Luis Vives took participants through the reasoning

'We need to help clubs to come together to improve their ideas'

Prof Dr Luis Vives

behind the establishment of the university and then conducted an exercise designed to improve idea exchange between clubs.

"We conducted a Connect and Develop exercise, which is an initiative to open innovation," said Professor Svejenova. "Our idea was to have a platform where people meet people they do not know. They also connect in the sense of getting

to know about innovative ideas and practices that other clubs are implementing. They then develop ideas by moving to another person's project, where they try to develop it. So it was about sharing practices, choosing things that they can improve and contributing ideas."

Professor Vives said: "It very much goes back to the core logic of the FIA and the FIA University. We need to help bring clubs together. We need to help clubs to learn from each other and we need to help clubs to come together to improve their ideas."

At the Share Fair's final event, Jordi Vilaseca explained the value of International Driving Permits to clubs and worked with participants on strategies to raise awareness of the product.

"The main problem is one of awareness," he said. "Most people are not aware that you need an international driving permit if you want to drive abroad. Also, people think if they don't have an IDP when they drive abroad nothing will happen and that's not the case."

"If we want IDPs to continue being a source of revenue for clubs they have to take the lead in improving this product and making IDPs more attractive to people." ■

WORKSHOP SESSIONS

Working through the changes

Day three in The Hague saw delegates investigate some of the week's major themes in greater detail in a series of highly productive workshops



Changing Membership

Jim Langford from the Monash University Accident Research Centre and Robert Stephen from the American Association of Retired People presented to clubs a changing mobility sector in which populations are getting older, as are clubs' customer groups. On the other hand, younger generations are less dependent than ever before on the car. Delegates heard how membership will continue to change as older drivers give up their cars and young people opt for alternatives. In this environment, it will be up to clubs to adapt.

Big Data

Developments in mobile communications technology are reshaping cars and the way we drive. But new technology approaches also mean changing market opportunities and business relationships for clubs. So who are the main players in this new market?

That was the theme of the Big Data workshop, but as the session developed, key industry figures agreed that the market is still far from being settled.

"Because the value chain is so long, and there are so many different players, you can't really say there are main players," said Richard Cornish from Vodafone. He added that there is an opportunity today for someone to "pull together a proposition that involves incremental charging, city and security, and vehicle relationship management. No organisation is offering an internet solution where business solutions are integrated."

Rod Chapman from RACV agreed that as yet there is no single organisation that can be readily identified. "What we see is that the landscape is changing almost daily. And I think there's so much data out there, it's just up to who uses this information to transfer it into something the consumer values," he said.

A different view, however, was given by Graeme Banister of Frost & Sullivan who said: "I think that there some big players are circling – we heard them all today – IBM, Vodafone, CISCO."

Looking at the options available to member clubs, he added: "the clubs have an opportunity to partner with these companies, to offer something which actually for their customers is far in advance of what an individual company can offer." ►



Own the Data

In a workshop dedicated to clubs' assistance services and 'right to repair', delegates were told that access to a vehicle's technical system to perform diagnostics, service, maintenance and repair is critical to the future business of clubs and also to the right of consumers to choose their preferred service.

"FIA Clubs have a unique opportunity to work together in each of the FIA regions to influence policy at the international level on the critical issue of access to repair and maintenance information," said Stephanie Lowett of the AAA. "This access to data is essential in order for clubs to continue to provide the services they provide today, and to be able to provide new services in the years ahead."

Maja Berends from ADAC stressed the need for clubs to focus on data protection, consumer protection and what will happen to wireless data as that new technology increasingly comes into vehicles.

Detlef Wilke from DELPHI, a leading global supplier of electronics and technologies to the OEM automotive sector, meanwhile, said: "Data changes will bring both opportunities and challenges for both automobile clubs and OEMs."

In particular, he said, this would concern integration of their aftermarket and OEM fitted telematics systems into solutions that are based on a common standard and which will allow for data exchange.

Own the Client

Making sure clubs develop close, personalised relationships with their members in the future was the focus of the 'Own the Client' workshop.

Jeff Walker from Canada's CAA said that the interaction of any club with its members should be set in the framework of a relationship. And like any relationship, this is best developed through the frequency and positive nature of those contacts: "It's not good enough to just take their money every year whether they use the service or not. Clubs should be looking to develop durable relationships," he said.

He stressed that there is no easy 'one size fits all' solution, however, and that services have to be offered (and tailored) in ways that allow clubs to talk, target, interact and assist people, in particular through technology. Historically the focus of clubs has tended to be too much on generic solutions he said.

The Canadian club, for example, texts members waiting for roadside assistance in advance to let them know how long they will have to wait: the member is happy to be kept up to speed while waiting and the club gets to demonstrate its technical aptitude. And although not everyone has a smart phone, almost everyone under the age of 40 years of age probably does. Technology will be at the centre of clubs' future relationships with members.

Professor Dr Luis Vives from ESADE and the FIA University asked how can organisations become more than a club? He said clubs need to focus on their heritage as a strategic resource for reinvention. Looking at the example of FC Barcelona, he said that the football club's relationship with customer was entirely predicated on the building of an emotional relationship with their fans and such measures could be undertaken by clubs. ■





GALA DINNER

A truly classic evening

One of the undoubted highlights of the week here in The Hague, last night's gala dinner at the Louwman Museum was a true feast for the senses. From the superb food and the great entertainment celebrating the musical styles of the golden age of motoring to the spectacular collection of some of the world's most beautiful and iconic classic and vintage cars this was one of the most beautiful Conference Week venues yet seen.



