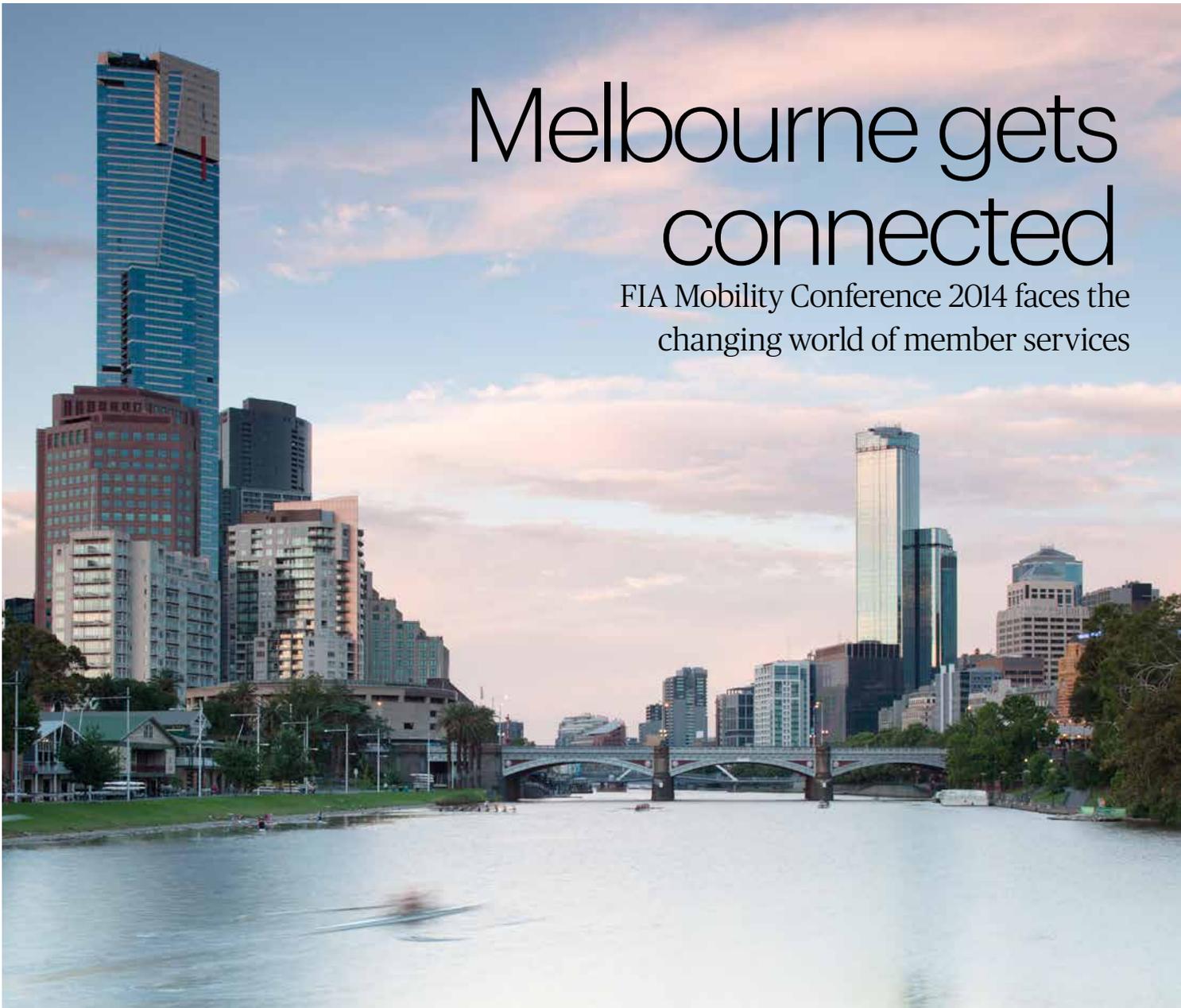




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AUTO+ MOBILITY WEEK



Melbourne gets connected

FIA Mobility Conference 2014 faces the
changing world of member services

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OPENING PLENARY

FIA President announces formation of connected car Task Force

President Jean Todt adds plea for clubs to press for road safety action in United Nations MY World survey

FIA President Jean Todt formally opened FIA Conference Week 2014 in Melbourne by announcing plans for an FIA Task Force to investigate the implications the connected car may have on club business in the coming years.

Referencing the theme of this year's conference, 'Membership in a Connected

World', President Todt said that in order to continue the work carried out in Melbourne "the FIA is going to put together a Connected Car Task Force headed by Bernard Niclot, the technical director of the FIA".

"With its international dimension, its mission of lobbying on mobility issues, its expertise in telemetry, and the fact that some of its members are already working on connectivity, I believe that our organisation can play a leading role on this crucial issue," he added.

President Todt also used his opening address to appeal to FIA member clubs to press for more action on road safety, particularly through the United Nations' MY World survey, which aims to canvass the opinion of citizens around the world in defining the goals of the UN's post-2015 development agenda.

"We have been given an opportunity to act," he said. "I encourage you once again to vote and I urge your members and others to vote in favour of better roads and transport. I know that many of you have already taken part in this global survey. For that you have my gratitude."

He lastly paid tribute to outgoing Secretary General for Automobile Mobility and Tourism, Susan Pikrallidas

who is set to retire in October after seven years in the post. "In all those years, Susan has given the FIA and its clubs the benefit of her knowledge and experience acquired over the course of a long career. I sincerely thank her for that," he said.

Colin Jordan, managing director and CEO of hosts the Royal Automobile Club of Victoria (RACV) encouraged delegates to use the great knowledge among the clubs in attendance to "continue future proofing the viability of clubs through new opportunities".

Echoing the sentiment, AAA President Ross Herron said that the association's member clubs have much to share with delegates this week in terms of the diversification of their business model, adding that AAA clubs had steadily "invested in things that will benefit members, even if they don't drive a car." He recommended that delegates visit the RACV's tourism resorts to experience that diversification first hand.

Finally, FIA Deputy President for Mobility Brian Gibbons told delegates that the issue of the connected car would "challenge the business model of every club" and that the issue has to be "tackled together" in order for clubs to prosper in the coming years.

PAUL HEMBERY Q&A

Getting to grips with tyres

Pirelli's Motorsport Director explains why the company believes that partnering with the FIA is a perfect fit

Q: What prompted Pirelli to become an FIA Mobility Conference partner?

Paul Hembery: Mobility is our business. So the opportunity to partner with the FIA, who we have worked with for many years on a variety of initiatives, comes quite naturally. It's a fantastic event and to be able to see and feel what's going on around the world of the FIA Mobility clubs is a valuable source of information for a company like Pirelli.

Q: Where can the partnership take Pirelli in the future?

PH: I think it's quite unique to be able to get such a global representation of the automotive world together. I think that for a lot of businesses, not just our own, there is a great opportunity here to connect up in that manner. From our point of view, I think it's certainly an opportunity to understand what their needs are as automotive clubs and see where there might be some common areas of interest.

Q: One of Pirelli's key areas of focus is research and development. What can we expect to see in the near future?

PH: We're currently working on connecting up the vehicle and the tyre. It's almost the holy grail for vehicle manufacturers to be able to talk with the tyre because it is the contact with the road; it is the one piece of equipment that will stop you going off in a corner. If a car manufacturer can read the road conditions then it could make a big



difference to what they do in terms of vehicle dynamics.

That's probably going to take a few years yet but we're already working with what we call a Cyber Truck Tyre, which is a way for truck fleets to understand what's happening with their products. Bear in mind, if you don't have the right inflation pressures in your tyres, fuel consumption can increase and in the worst situation it could lead to potential failure.

Q: Can that technology be linked to road safety?

PH: Absolutely. The second largest creator of road incidents is tyre related incidents and in the majority

of cases that's through people not controlling the condition of the product. If you're able to give information back easily to the user, be it directly in the vehicle or to fleet managers, then you can reduce the incidence of that problem with road safety.

Finally, give us your top two tips for looking after the tyres on your car?

PH: Firstly, look at them! Most people don't know what tyres have on their car. Secondly, you must control the pressures and the operating conditions. Get the geometry checked out, check your pressures. Two pounds per square inch on your car is probably worth around 300 euros per year. That's a free set of tyres. That's a pretty good argument for doing it!



KEYNOTE SPEECHES

Is the car of the future the one you already drive?

Yesterday's keynote addresses, and the discussions that followed, provided fascinating insights into the future of mobility and club services

Tuesday's keynote session provided two snapshots of mobility in the second decade of the 21st century, with automotive consultant Eric Noble's morning session focusing on why he believes the connected car may be some way off, and the afternoon presentation by journalist Tom Vanderbilt looking at why we behave the way we do behind the wheel and what measures can be taken to improve driving standards.

In the first session, Noble, the founder of the CarLab, one of the US' most influential automotive development consultancies, suggested that while the car is under threat, the danger may not be as dramatic or immediate as many tend to believe. Indeed, Noble believes that the death of the suburbs has been exaggerated and that the number of suburban households is increasing at a greater rate than their urban counterparts.

"The number of cars per household is increasing, with Gen Y staying at home for longer and senior parents also moving in with their mature age children," he said. "There is no decline in the rate of driving. It is more a decline in the rapidity of growth."

In a reverse of standard forecasts, Noble said the growth of connectivity should not concern motoring clubs, adding that it is an evolution rather than a revolution.

In concluding, he said the challenge for clubs was to meet consumer expectations in the same way their expectations are met in the purchase of routine goods and services. "Members need to be made to feel safe, comfortable and valued, which makes them more inclined to purchase," he said. "We



should also not overlook the very simple thing of making them just plain happy."

In the afternoon session, Tom Vanderbilt, author of 'Traffic: Why We Drive the Way We Do' spoke about how road networks work and what our driving says about us.

Using the examples of how our minds can trick us into thinking the next lane is moving faster or that people spend longer vacating a parking space when they know someone is waiting for it, Vanderbilt, suggested that driving gives an insight into how we think and the ways in which we interact with one another. For him, traffic is about

more than just driving: it's about human nature and is a reflection of your culture and background.

In considering driving standards and how to improve them, the author offered the paradox that, often, the safer a driver feels on the road the faster he or she tends to drive. In this way, improved safety measures can sometimes lead to more risk, or the transferral of existing risk. Conversely, roundabouts can feel dangerous and chaotic, but by forcing drivers to stay focused they make roads safe – and can smooth traffic flow into the bargain.

For Vanderbilt, the solution is to adopt a more subtle approach,

in that suggesting to people what they should do is much more powerful than telling them what to do. Asked if we have too many signs on the road today, he said that design and contextual changes – for example adding or removing a road lane – are likely to achieve much more than the alteration of existing signage.

The day's major presentations were followed by a round table discussion on the subject of 'Mobility Beyond Motoring', in which the keynote speakers and delegates debated issues surrounding public transport and cycling and their influence on club business.

Tim Shearman from Canada's CAA, started the session by saying that his club had taken the initiative in growing

the debate between cyclists and car owners, with the club's strategy being to embrace cycling as simply another form of mobility. He then screened an advertisement from the Club's highly successful 'Share the Road' campaign.

Alfredo Albornoz from ACC, Colombia said as the automobile changes and consumer demands and expectations change, it is important to find new ways to remain relevant and valued.

Jorg Beckmann from the Mobility Academy, Switzerland, added that there are three key trends in this area: "Decarbonising, deprivatisation and demotorisation."

"Transport systems are being decarbonised, while at the same time,

deprivatisation is seeing the growth of collaborative mobility," he said. "This is where clubs have a role to play in collaborating and bringing together start-ups and other relevant parties."

Noble added that while governments and car makers would be involved in future technology changes it is clubs that are best positioned to look after the interests of drivers when it comes to data.

He used the analogy of a restaurant kitchen when an order is made.

"Clubs need to be in the kitchen because governments and auto makers will be, but it is the clubs that will be there for the consumer, making sure that what is ultimately produced benefits them."



WELCOME COCKTAIL

The height of good taste

As is traditional, the opening day at FIA Mobility Conference ended with the annual cocktail evening – a chance to reconnect with old friends and to meet new colleagues. And delegates couldn't have been treated to a more spectacular backdrop than the Melbourne Star Observation Wheel. Reaching 120m above the city, guests were able to get a whole new perspective on Melbourne as the winding wheel gave them unparalleled views across the skyline of the city by the Yarra.

The delegates were greeted on arrival by a parade of jugglers, clowns and Vaudeville-inspired performers before heading to the cosy atmosphere of the lounge area. There, everyone was handed a new name tag, this time displaying the name of one half of a celebrity couple. The mission: to make the right connection. Afterwards, guests were invited to board the Melbourne Star for a ride in the southern hemisphere's only giant observation wheel.

