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AUTO+ NEWS

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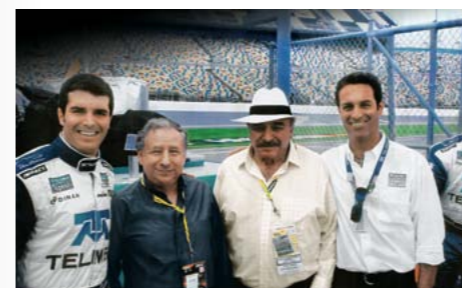
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AUTO+ MEET THE FAMILY



P29
A new mexican racing revolution



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Meet the FIA Marketing Department

Welcome to issue seven of AUTO+, featuring the latest news and views from FIA family members all across the world.

In this edition we report on two new road safety campaigns, the first from Canada's CAA in which the club aims to raise awareness of the dangers of texting while driving, and the second from Uruguay's ACU, whose goal is to raise helmet use in the South American country.

In sport, we take a look at plans for new championships in the shape of the FFSA's 2014 Drift Championship in France and Australian club CAMS' plans for a Formula 4 championship in 2015.

Finally, in our Meet the Family series we shine a spotlight on the FIA's Marketing Department, revealing how the department adds value to the federation and member clubs, and we also take an in-depth look at how Mexican ASN OMDAI is growing motor sport in the country thanks to targeted action in the country's racing championships, grassroots growth and track safety infrastructure and training.

We hope you enjoy this latest edition of AUTO+ and, as ever, we welcome your stories and your feedback.

Your AUTO+ team



CONTACTS:
IF YOU HAVE ANY COMMENTS ABOUT THIS NEWSLETTER OR STORIES FOR THE NEXT ISSUE, WE WOULD LOVE TO HEAR FROM YOU.
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Touring Club Belgium



338 of the 450 traffic lights in Brussels miss their target.

Lights go green in Brussels

Motorists in Brussels waste as much as 2.5 million hours each year as a result of ineffective traffic lights throughout the city, according to Touring Club Belgium (TCB) which has welcomed a new system being introduced in its place by the city government.

The updated system will allow lights to be adapted from a distance according to the number of vehicles present at that time. However, the club warns that it still lags 30 years behind neighbouring countries.

TCB believes that the solution lies in adapting traffic lights to improve vehicle flow in the main direction of traffic during rush hours, while ensuring the efficient circulation of public transport. Currently, cars start at the first light only to be stopped at a second 100 metres further down the road. Consequently, the first crossroads becomes completely saturated due to the prolonged queue at the second set of lights.

Research by the club has found that 338 of the 450 traffic lights in Brussels miss their target. The number of hours wasted for motorists is 30 per cent higher on roads where traffic lights are inefficient, compared to those where the lights are efficient.

The social cost is enormous, given that one hour lost for an individual car is estimated to amount to 10 euros, and 45 euros for a truck. On top of this, there is an environmental impact as CO2 pollution levels are tripled, and CO and NOx fine particles increase by 10 per cent and 6 per cent respectively. This is because the time needed to go through a non-synchronised traffic light is increased four-fold in comparison to one which operates according to traffic flow.



Canadian Automobile Association

CAA targets texting while driving

With Canadians again identifying texting while driving as their number one road safety concern, the Canadian Automobile Association (CAA) has responded with a new national campaign, targeted at young people and their parents. The club is working with an award-winning international advertising agency to create a national TV, radio and print campaign for this summer.

Rather than emphasise gory and shocking images of the potential after effects of crashes, the campaign will portray texting and driving as being socially unacceptable. The campaign will show drivers who don't text and drive as those who really care about their friends and family.

The project is partly sponsored by the FIA Road Safety Grant Programme and will build on the success of the club's recent youth video contest on the same issue.

Three years ago, Canadians first identified the new problem as their top road safety concern, following decades of drink driving being their main worry.

The club has been working to highlight the dangers of texting while driving for several years now, and has lobbied for the introduction of the same tough legislation and public education on distracted driving that have been put in place for drink driving. All Canadian provinces now ban texting while driving, and the police are showing increasing signs of enforcing this legislation.

The CAA is fully committed to playing its part to raise awareness of this modern problem.



Distracted driving has been responsible for a quarter of road fatalities in Canada's largest province, Ontario, this year.

Automóvil Club del Uruguay



In Uruguay, 53 per cent of motorcyclists nationally and 64 per cent in urban areas lose their lives as a result of not wearing a helmet.

ACU launches new helmet campaign

The Automóvil Club del Uruguay (ACU) has launched a new campaign throughout the country to highlight the importance of wearing a helmet when driving a motorcycle.

Recent figures show that 53 per cent of motorcyclists nationally and 64 per cent in urban areas lose their lives as a result of not wearing a helmet. The ACU's 'Wear a Helmet' campaign aims to address this problem and educate the motorcycling public about the dangers of not protecting one of the most fragile parts of the body.

The new programme has been supported by the Uruguayan government, community organisations and private companies wishing to extend their corporate social responsibility initiatives.

In February, the ACU travelled to over 40 cities throughout Uruguay to inform the public about the importance of helmet use and general road safety. Campaign representatives

distributed manuals, posters, reflective vests and homologated helmets to the public to raise awareness. 'Wear a Helmet' is one of the 10 FIA Action for Road Safety Golden Rules for Safer Motoring.

Their activities coincided with the '19 Capales Histórico' race offering motorsport representatives the opportunity to reach out directly to fans and to inform them of the safer road-use message.

The ACU will continue to promote the 'Wear a Helmet' initiative throughout 2014, with helmets to be distributed in different cities across the country.



Magyar Autoklub



A police driver takes part in a driver training exercise organised by MAK.

MAK supporting police with driver training

The Magyar Autóklub (MAK) is currently providing special training for almost 500 Hungarian policemen from all over the country to develop their driving skills at the club's dedicated traffic and road safety park in Budapest.

In order to improve the confidence and skills of the drivers, those taking part in the half-day workshop are being given the opportunity to put theoretical training into practice on a track designed to simulate extreme weather conditions.

One of the highlights of the specially designed circuit is the hydraulic plate, which spins the vehicle, allowing the drivers to work on the speed and accuracy of their reactions to unforeseen circumstances. Organisers at the park say that the majority of those participating have been involved in road crashes in the past, with many of them still suffering the effects today.

The club is also offering tailored road safety education programmes to children, teaching them the rules of the road both on and off a bike.

The initiative builds on the work carried out several years ago by MAK and the police services to better inform children of the importance of staying safe when walking to and from school.

The club says the programme resulted in a significant improvement in children's road safety last year. In 2013, the number of fatal road accidents involving young children reached its lowest point in 10 years with only eight road fatalities involving children recorded. Each fatal road accident is a tragedy, and MAK is working to renew its efforts to continue to improve the road safety of children.



Ustredni Automotoklub Ceske Republiky

Building on a road safety year

UAMK is looking to build on the impact of its road safety activities of last year to make sure its safer motoring and road use messages reach an even wider audience across the Czech Republic in 2014.

Last year the club ran a very successful campaign 'Road Safety Must Start with Children', with the help of significant funding from the FIA Road Safety Grant Programme.

Highlights of the year included UAMK's Road Safety Day which brought together thousands of people in Prague's Wenceslas Square in May. The event, the first of its kind to be staged in the historic heart of the Czech capital, saw the large crowds involved in a host of road safety activities. This included the promotion of the latest vehicle safety technologies, a simulator that encourages seat-belt use by creating the feeling of being involved in a road traffic accident, a rollover crash simulator, and a showcase of roadside accident assistance services.

This was followed by a special two-day event during the 'Days of NATO' in September, held in Ostrava. And during its annual open days, the club welcomed learner and seasoned drivers, and journalists, for a series of workshops — of particular interest was the correct use of winter tyres.

The club has also worked closely during the year with the police to organise activities for young people such as competitions on the rules of the road which took place in a special mobile traffic playground.



UAMK's 'Road Safety Must Start with Children' programme.

Türkiye Turing Ve Otomobil Kurumu



TTOK's club magazine is returning in a revitalised format.

TTOK magazine

The Türkiye Turing Ve Otomobil Kurumu (TTOK) is pleased to announce the return of its popular club magazine.

The 376th issue will feature articles on a variety of topics ranging from art and cultural activities to news about the organisation's recent achievements and staff profiles.

Speaking about the return of the magazine, TTOK President Bülent Katkac said: "My team and I strive to provide our members with the best services and information we can in today's ever-changing modern world. We are fully committed to responding to the needs of our community and we hope that the revamped TTOK magazine will allow readers a greater understanding of the services we provide."

The revitalised publication will also feature articles about the club's tourist establishments, located in some of Istanbul's best locations, including the Yesilev Hotel, which offers special rates to other FIA member clubs. These are available at: www.yesilev.com.tr

Readers will be invited to submit ideas and comments via the club's official website: www.turing.org.tr



FIA Mobility



FIA seeks 100,000 signatures for UN My World survey

Every six seconds someone is killed or seriously injured on the world's roads, with fatalities now the leading cause of death in young people aged between 15-29. And yet road safety is still too often ignored on the political agenda.

As discussions get underway on new UN Sustainable Development Goals post-2015 to replace the existing Millennium Development Goals, the FIA Mobility Department is asking clubs to encourage their members to raise road safety's profile on the international stage by voting on a survey launched by the UN which asks citizens to choose their priorities for a better world.

The results of the UN MY World 2015 survey (available at <http://walksafe.myworld2015.org>) will be shared with world leaders and will be important in setting the next global development agenda and its implementation by the UN.

The S-track of the FIA Road Safety Grant Programme, launched in March, has been reserved for club-led events and campaigns in support of the MY World 2015 initiative. In total 100,000 euros of funds will be devoted to these projects, with the goal of reaching 100,000 signatures for "better roads

and transport". The most successful projects will be showcased at the FIA Mobility Conference Week in September 2014 in Melbourne, Australia.

As we approach the halfway point of the UN Decade of Action for Road Safety, the survey is another opportunity for clubs to champion the road safety cause as a global priority.

Club Presidents have also been invited to send a letter on the Sustainable Development Goals post-2015 directly to decision-makers at national and international levels to make sure road safety is given the attention it deserves as one of the world's leading health and development concerns.



FIA Mobility

FIA and IRF to host joint seminar

The FIA's Paris offices hosted a seminar focusing on Road Safety, Sustainable Development & Financing in conjunction with the International Road Federation (IRF) on April 17th.

The event saw some 30-40 experts from leading road safety organisations and government representatives in attendance.

The seminar addressed road safety and in particular the role of infrastructure. Studies have shown that well maintained roads enable regional economic integration and create conditions conducive to growth and stability, while at the same time making a significant contribution to furthering the objectives of the United Nations' Decade of Action for Road Safety.

Following the opening session the discussion focused on the areas below:

- How to develop safe and sustainable roads
- How to promote road safety through technology and education
- How to promote financial schemes which ensure safer roads

For more information on the seminar, please contact: lpascotto@fia.com



Sveriges Motorcyklister

Time for a new driving licence

In Sweden it is compulsory to hold a valid motorcycle licence, yet national statistics show that 34 per cent of motorcyclists fatally injured in road accidents did not have such a driving licence. The figures also highlight that a majority of this group were drunk or influenced by drugs and didn't own the motorcycle they were riding.

At EU level, more stringent requirements have been set for motorcycle for A-licences. The age limit has been increased, the requirements for test vehicles have been tightened and more testing has been introduced. At the same time, Sweden has introduced mandatory risk training for motorcyclists and raised the fees for motorcycle tests.

SMS says that the changes of A-licence regulation has not however led to reduced accident rates. On the contrary, the proportion of those killed without a valid license increases every year. According to the world's leading road safety experts, education is the primary measure to increase safety among motorcyclists. Based on this advice, the club is calling for wider access to education and training, and for Sweden to become a test country for a new motorcycles driving license system in the EU.



	Without A-licence (%)	With A-licence (%)
Number	25 (34%)	47 (56%)
Average age	31,5	42,6
Alcohol	14 (56%)	3 (7%)
Promille, average	1,33	1,66
Drugs	8 (36%)	1 (2%)
Both alcohol and drugs	5 (16%)	0
Total alcohol and/or drugs	18 (72%)	4 (8%)
Without helmet	5 (20%)	0
Owner	10 (40%)	40 (85%)
Unregistered/out of traffic/not insured	17 (68%)	1 (2%)
Cross/enduro	5 (20%)	0
Supersport	12 (48%)	23 (49%)
Single	12 (48%)	13 (28%)
Collision	13 (52%)	31 (66%)
Wild animals	0	3 (7%)

Bosnia and Herzegovina Automobile Club



Mr Rasim Kadi BIHAMK's President during his speech to BIHAMK's Ordinary Assembly.

BIHAMK's Annual Assembly 2014

In spite of the severe impact of the economic crisis, delegates attending BIHAMK's Annual Assembly in Sarajevo on 12 March heard that membership figures had continued to rise and that by the end of last year had reached some 35,000. This number, as well as the high retention rate of members (75 per cent), is a strong indicator of motorists' trust in the quality of the club's services, delegates heard. The financial and activity reports for last year, and the programme for 2014, were also approved at the meeting.

Last month on 7 February, BIHAMK celebrated the 68th anniversary of the club's foundation. To mark the occasion and the excellent cooperation the club enjoys with its partners, 11 organisations and 19 individuals were presented with special awards.

As has been the case in previous years, particular attention was focused on road safety and traffic education for youngsters, with the best primary school and best teacher of the year being singled out for their outstanding efforts.



THE CAR'S THE STAR!

Australian Automobile Association wins Auto+ photo contest

In the last AUTO+, once again we asked you to send us pictures of the cars you drive every day and to explain what they mean to you and this issue's winner is James Goodwin, Director of Government Relations & Communications, at the Australian Automobile Association. An avid of the cars from the three-pointed star, this 1976 280SE, photographed outside the Australian Parliament House in Canberra, is one of three Mercedes owned by James. "It's a very rare colour in Australia - Citrus Green," he explains. "Her previous owner gave her the name 'Esmeralda' and it appears very fitting. I have owned it six months and it is in very good condition but has not been restored or even resprayed. It has just been kept in very good condition all its life."

We'd love to receive photos of you and your automotive pride and joy. All you have to do is send high resolution images of you with your car with an explanation of how you got it, where the photograph was taken and why you love your car to: fiaphotoproject@gmail.com We look forward to receiving your photos!



The AAA's James Goodwin and 'Esmeralda' outside the Australian Parliament in Canberra

Jamaica Automobile Association

Shanelle Jones wins JAA Junior Club Art competition

Budding artist Shanelle Jones saw an opportunity and a challenge presented, when she received the application form for the Jamaica Automobile Association (JAA) Junior Clubs Art Competition, a few days before the closing for entries in November 2013.

The JAA Junior Club is an initiative of the JAA in collaboration with the Jamaica National Building Society Foundation, JN General Insurance (JNGI) Company Limited, the Ministry of Education, the FIA Foundation and the FIA Road Safety Grant Programme.

The art competition asked members of JAA Junior Clubs across Jamaica to design and submit a road safety advertising campaign, as well as to complete the slogan 'Me and my crew'.

That she emerged the overall winner came as a pleasant surprise to the fourth form student of Godfrey Stewart High School, in Savanna-la-Mar, Westmoreland.

"I decided to enter the competition because a lot of people are dying on the roads and there is not a lot of emphasis on road safety," she said about her participation, which was also influenced by her membership in the JAA Junior Club at her school.

Shanelle, who hopes to become a pediatrician or midwife, chose to place emphasis on the danger of pedestrians using cell phones while navigating high traffic areas.

"I placed emphasis on that activity to prevent persons from becoming victims of a road crash because they are using their cell phones and not paying enough attention to traffic," she explained.

Her winning design, titled 'Me and my crew, don't let this be you,' depicted a group of students in uniform approaching a pedestrian crossing, with one unaware student texting on his cell phone while crossing the road. As a result, he is hit by an oncoming vehicle.

Christopher Scott, Visual Arts Teacher and Faculty advisor for the JAA Junior Club at the school, said, that although it was Shanelle's first attempt at creating a graphic art poster, she put tremendous effort into her design.

"She went through about seven or eight sketches before getting to the final draft," he said, adding that he guided her with the sketches, "and, she simply added and subtracted some images until she arrived at the final product."

The winning artwork will be mounted in eight locations as large billboards, along high traffic roadways across the island; as well as, on a digital billboard in Half-Way Tree.

Roger Graham, Project Manager for the JAA Junior Clubs, says the competition formed part of the continued roll out and sensitisation process for the clubs. And, as part of her prize, Shanelle's Club at Godfrey Stewart will also receive up to \$100,000 towards a club service project, which addresses a road safety issue within the vicinity of the school."

The Godfrey Stewart High School, which joined the JAA Junior Club programme in October 2013, already has 35 members and Shanelle is eager to share her message of Road Safety with her peers.



JAA Junior Club Art Competition winner Shanelle Jones (centre) with Godfrey Stewart High School's JAA Junior Club President Chris Spence (left) and Chris Hind, General Manager of JNGI.



Auto-Moto Association of Serbia

AMSS organises TESLA Rally

The Auto-Moto Association of Serbia (AMSS) is currently organising the third FIA Alternative Energies Cup, or Tesla Rally, as it is also known. The rally will take place from 10th -12th July. The competition is named in honour of Nikola Tesla, an American-Serbian scientist and the inventor of the alternating current electricity supply system.

AMSS is an FIA member holding both sport and mobility functions and continues to promote greener and cleaner motoring among motorists and competitive drivers.

The aim of the FIA Alternative Energies Cup is for competing vehicles to use alternative power sources other than traditional fuel. The event has seen cars powered by electricity, liquefied petrol gas, compressed natural gas, solar energy and organic fuel compete.

Initially staged in 2012, the second edition of the rally in 2013 saw the participation of the Tesla Roadster — a battery electric vehicle (BEV) sports car produced by the electric car firm Tesla Motors which can travel 244 miles (393 km) on a single charge of its lithium-ion battery pack, and can accelerate from 0 to 60 mph (0 to 97 km/h) in 3.7 or 3.9 seconds depending on the model.

In 2013, to mark the anniversary celebrations of the Edict of Milan, a landmark proclamation that legalised Christianity in the Roman Empire in 313AD, the Tesla Rally

organised a special route to allow participants to travel along the roads used by roman emperors who were born or lived in the territory of Serbia, such as Constantine the Great.

This year's rally will have an additional cultural flavour with the involvement of renowned Serbian film director Emir Kusturica. A winner of the Palme d'Or at the Cannes Film Festival he reconstructed a historic village after reading Nobel Laureate Ivo Andric's book *The Bridge on the Drina*. The Andricgrad, as it is known, will be the starting point for the Tesla Rally.

The rally will also see the hand-made Rascasse supercar from Monte Carlo take part. Named after the famous corner of the Monaco Grand Prix Circuit, the vehicle made its world premier at the Belgrade Car Show in the Serbian capital in mid-March.

AMSS will this year also be organising the 47th edition of the Serbia Rally, one of the region's most prestigious and long-standing rally competitions.



Model Rascasse, the official promoter of the AMSS/FIA AEC 3rd TESLA Rally.

Dansk Automobil Sports Union



The DASU's 162-page motor sport guide includes a foreword from Danish motorsport star Tom Kristensen.

DASU training the trainers

For children interested in taking up karting, getting started can be a challenge. It is often complicated to find a motor sport club and a qualified trainer. The lack of karting trainers in Denmark has inspired the Dansk Automobil Sports Union (DASU) to launch a programme to educate more trainers.

In co-operation with the Danish government's Team Danmark programme and utilising funding from the FIA Institute's Grant Programme, the club has established a Race Academy for Junior Drivers, which will incorporate a programme for karting trainers this year.

The club has recently published a motorsport training manual 'ATK Motorsport', which provides best practice for physical, mental and nutritional training. It also includes information on how to run a karting club, best driving techniques and how to be a good 'karting dad'. The manual is primarily aimed at children from 6-16 years old and is the first comprehensive publication on karting in Danish. The 162-page guide includes a foreword from celebrated Danish motorsport star Tom Kristensen.

The final pillar of the project will be the re-establishment of an approved education programme for potential club trainers, based on the ATK, also planned for 2014.



Motor Sports Association UK

New CEO for MSA

The Motor Sports Association UK (MSA) has announced the appointment of Rob Jones as Chief Executive. Since October last year he has held the position of Acting Chief Executive, having joined the MSA in 2006 as its General Secretary.

The MSA is responsible for the regulation and administration of four-wheeled motor sport in the UK.

Mr Jones has held a competition licence since 1984 and has taken part in rallies as a driver and co-driver. He is a passionate motor sport fan as well as a karting father and circuit racer. He also serves as President of the FIA's Ethics Commission.

Speaking about his recent appointment he said: "This is a huge privilege and a great responsibility. I saw my first road rally when I was 17 and realised then that I wanted to be part of the sport, but could never have imagined that I would one day be appointed as CEO of one of the most respected motor sport governing bodies in the world. It is difficult to explain what this means for someone whose happiest memories are in this sport, whether as a marshal or a competitor."



MSA Chief Executive and President of the FIA Ethics Committee Rob Jones.

Fédération Française du Sport Automobile

FFSA launches French Drift championship

On 27 February, the President of the Fédération Française du Sport Automobile (FFSA) Nicolas Deschaux officially opened the country's 2014 Drift Championship season. The launch provided competitors and fans alike with information about new developments in French motor sport, and in particular on Drifting.

Popular among young people, the discipline combines speed and precision. The major difference when compared to classic racing is that a panel of experts judges Drifting. The FFSA Executive Committee agreed upon the establishment of a French Drifting Championship in January 2014, and this year's series will comprise six rounds.

Speaking at the new season launch, President Nicolas Deschaux said: "For our championships and cups to work it's necessary to open up our sport to new concepts like Drifting that have been incorporated into the federation's sphere this season."

"I think that we've followed the appropriate new orientations and made the right choices, which may appear daring, but which are necessary".

FFSA



Nicolas Deschaux at the launch of the 2014 drifting season.

Motor Sports Association UK



Lewis Hamilton will be one of those judging the films.

Hamilton backs new MSA UK project

F1 driver Lewis Hamilton is backing a new initiative from the Motor Sports Association (MSA) UK designed to highlight key road safety messages among young people.

Road accidents are the biggest killer among 16 to 24 year olds in the UK. Working with the FIA, the MSA has created a special competition for young people in two age categories – 14 to 18 and 19 to 24. Entrants are invited to create a short film bringing to life one of the FIA's 10 Golden Rules for Safer Motoring.

The films will be judged by a panel of experts including Hamilton, Sky Sports F1 presenters and MSA representatives.

The winners will be announced during the British Grand Prix weekend (3-6 July), with the two winning teams joining Hamilton at Silverstone to receive a £2,000 prize for their educational establishment's film or media studies unit, plus a driving experience day at the circuit. The winning films will be broadcast during Sky Sports F1's programming.

Ben Taylor, MSA Director of Development and Communications, said: "This competition provides an exciting opportunity to engage with young people in a very practical way and creates a fun but educational approach to the road safety message through the medium of motor sport."

For further information visit www.msauk.org/news

MSA
MOTOR SPORTS
ASSOCIATION
UNITED KINGDOM

Confederation of Australian Motor Sport

CAMS launches Australian F4 championship in Melbourne

The Confederation of Australian Motor Sport (CAMS) has officially launched the new Australian Formula 4 Championship, making the announcement at the recent Australian Grand Prix in Melbourne.

Special guests including 1980 Formula One World Champion Alan Jones, former Australian Grand Prix winner David Coulthard and five-time World Motorcycling Champion and Karting Australia Chairman Mick Doohan were present for the club's unveiling of the new single seater Formula 4 machine to be used in the CAMS Australian Formula 4 Championship starting in 2015.

With the assistance of French racing car constructor Mygale, CAMS was able to ship the racing machine to Australian shores and unveil the Formula 4 car at Melbourne's Albert Park circuit. Commenting on the launch, CAMS President Andrew Papadopoulos said it was a historic occasion heralding an exciting time in Australian motor sport.

"Formula 4 is the new link in the newly-defined open wheel pathway as set out by the FIA, and CAMS is proud to be a part of it", he said. "This is exciting for CAMS and Australian motor sport, but more importantly the talented young drivers of this country who will get to race this great Formula 4 machine at motor sport venues around Australia."

The Formula 4 Championship will be a single supplier chassis and engine category for drivers aged 15 and over, in which the focus is on driver development and keeping costs at an affordable level. The new category will be both nationally and internationally relevant and integrate with the CAMS Driver Development Program.

CAMS



Andrew Papadopoulos, Alan Jones, David Coulthard and Mick Doohan unveil the F4 racer in Melbourne.

FIA Institute

Carbon management portal for Clubs

The FIA Institute is launching an online Carbon Management portal to help motor sport stakeholders reduce and manage their emissions.

The portal will enable National Sporting Authorities and other stakeholders to calculate, manage and compensate for unavoidable emissions, while also achieving carbon neutrality as part of a wider set of environmental actions.

Garry Connelly, FIA Institute Deputy President and Environmental Ambassador, said: "The launch of the online Carbon Management tool is another step in the FIA Institute's continuing efforts to reduce motor sport's environmental impact worldwide. It follows on from the Environmental Certification programme launched in 2012 and the two are designed to complement each other to ensure all stakeholders can achieve carbon neutrality."

The programme has been tailor-made for the motor sport sector and developed according to leading global standards and carbon neutral roadmaps, such as the Green House Gas Protocol, Kyoto Protocol and the ISO14064.

The cloud-based online solution allows stakeholders to securely input their emissions data. The portal will then provide a downloadable report showing all annual emissions produced. To ensure data has been entered correctly, this report is submitted to a team of experts to give them full confidence in the results.

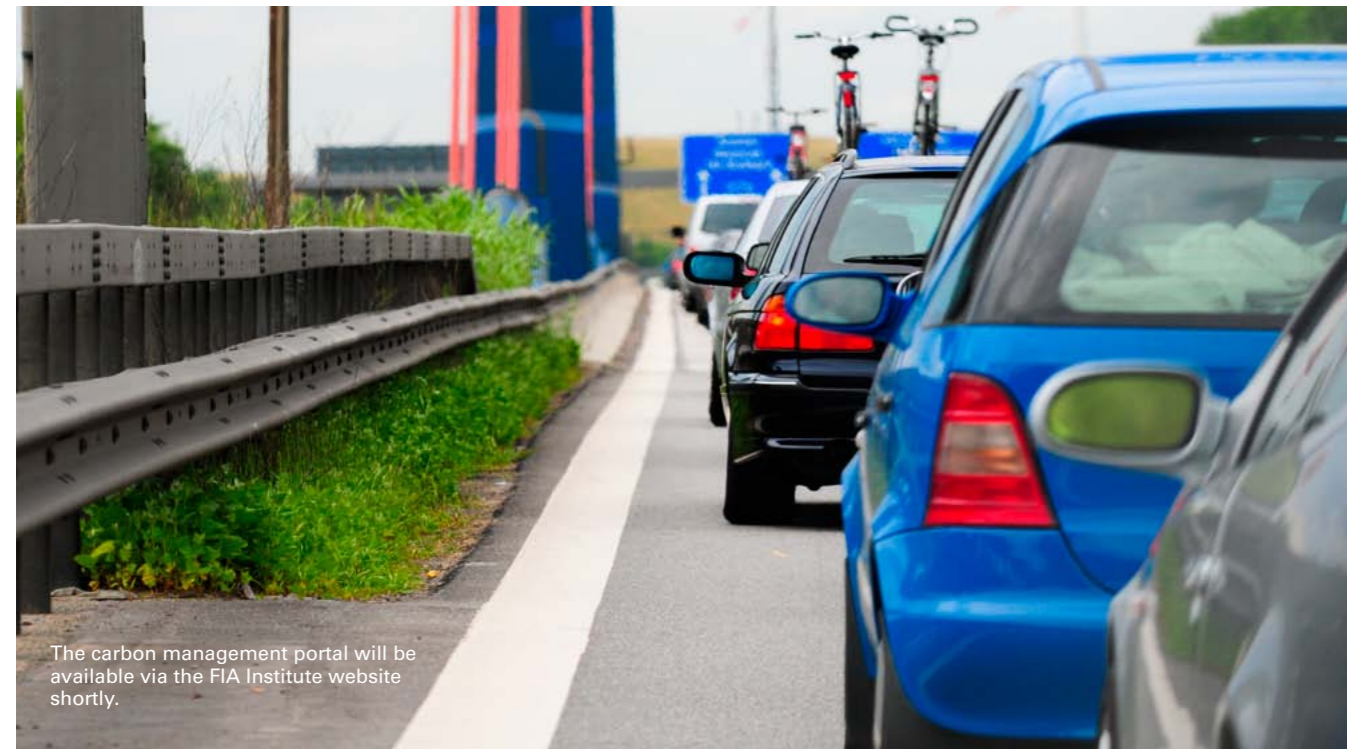
A carbon management plan for future improvement will be generated along with the report, detailing the most efficient way to cut avoidable emissions.

Even with a high level of environmental and carbon management there are always emissions that cannot be avoided. For this purpose users will have at their disposal a web shop of Institute-approved Carbon Credit programmes. This robust Credit portfolio enables stakeholders to contribute to development projects, regional projects or projects linked to infrastructure and transportation provided by the volunteer carbon market.

The projects have been selected by the FIA Institute ensuring a high quality of process, so all users can be confident in the schemes to which they are contributing.

Furthermore, the FIA Institute has, in parallel, developed a detailed roadmap to achieve Carbon Neutral status. This document describes the FIA Institute's policy on Carbon management, including the details and recommendations on the project portfolio, defining scopes and boundaries, checklists and more information on possible reduction areas.

The carbon management portal will be available via the FIA Institute website shortly.



The carbon management portal will be available via the FIA Institute website shortly.

FIA Institute



The FIA Institute Young Driver Excellence training took place over four days in Teesdorf, Austria.

Racers learn road safety lessons

The FIA Institute Young Driver Excellence Academy headed to Teesdorf, Austria in February to focus on one of the key aspects of the programme: road safety.

For four days, the Academy drivers were immersed in all facets of road safety, learning through practical and classroom-based assignments. The training was provided with the goal of encouraging the 10 participants to become ambassadors for road safety during their careers.

"Road safety is extremely important to me because this is something I can help with in my own country," said Costa Rica's Mauricio Hernandez. "As a young racing driver, I hope I can influence other young drivers by speaking at schools and youth clubs and help to reduce the number of accidents on public roads."

To educate the drivers to this level, the Academy made use of the resources and coaching available at Test & Training International's Road Safety Training Centre. The drivers were educated in a number of areas from understanding engineering advances such as anti-lock braking and stability control to maintaining the right mental approach when behind the wheel.

Taking to the track, the drivers put their classroom knowledge into practice with tests on variable road surfaces

to learn how to deal with driving hazards. The Academy has also focused on providing behaviour-orientated training for the drivers so they can convey passive and active road safety information in both a practical and theoretical form.

"It's a real eye opener understanding what the safety features of a car do and the consequences for yourself and other road users if used incorrectly," said South African rally driver Henk Lategan. "The driving tasks have shown me just how hard it is even for a race driver to cope without them and I definitely have a new-found respect for road safety technology."

FIA experts were on hand to provide additional lessons to the Academy drivers. Susan Pikrallidas, FIA Secretary General for Automobile Mobility and Tourism, gave a presentation on the numerous road safety campaigns the FIA is involved with and outlined how the drivers can best deliver these programmes to a broader, international audience.

Sweden's Erik Johansson said: "The really exciting thing I will take from this workshop is how I can relate this knowledge to real life situations on the road – how I can coach other road users in road safety and how they can stay safe when driving."

ASSET MANAGEMENT

Just three years old, the FIA's marketing department has delivered over €3 million worth of value to the federation – much of which feeds through to improved services for clubs.

When, ahead of the FIA's presidential election in 2009, Jean Todt and his team unveiled their first set of plans for the future development of the FIA, one of the key messages contained in their manifesto was a desire to refresh the governance of the federation.

While the headline implications of that wish centred on reform of the FIA's decision-making structures, the goals of the proposal were far more wide-ranging, seeking to take the operations of the federation and remodel them in the image of 21st century corporate best practice. And deep within that set of targets was the creation of a dedicated marketing department – the first in the FIA's history.

For many this ambition was merely an addendum, a small function of a much larger equation. Ultimately, however, the creation of a structure the sole remit of which is create value for the FIA and its member clubs has been one of the signal developments of the past four years.

"It really was to mirror what other federations have done and the FIA was quite late in arriving to this juncture," explains the FIA's marketing director Alexandre Gueschir. "So, the department came into being three years ago with the aim of examining all of the FIA's assets – its programmes, its championships, its network of clubs and their potential from a marketing perspective.

"The target was, and is, to shape those assets in such a way that they appeal to outside corporations – suppliers and manufacturers, championship promoters – both in sport and mobility," he adds. "If you do that successfully it leads to significant new opportunities for the FIA, through the development of new revenue streams that have not been leveraged so far, as well as tapping into the marketing and communication resources of corporate partners in order to spread the key messages of the FIA and its clubs. Increased revenue gives you the ability to invest in the FIA and thus provide a better service to clubs."

Analysis of the FIA's potential was accomplished via what Gueschir describes as a "four-pillar approach".

"First we looked at the corporate – how outside corporations could associate their image to the FIA directly and what benefits that might bring," he says. "This includes, for example, official supplier status, as is the case with [Italian motor sport company] OMP, with whom we recently renewed a partnership for supply of official FIA racewear.

"The second aspect we looked at was campaigns, with Action for Road Safety being the largest, but also through campaigns such as FIA Women in Motorsport and our work in the environment and sustainability," he adds. "Again, the proposal is for companies to associate their brand with the goals and ambitions of these campaigns.

"The third pillar is how we exploit our events, again looking to corporate partnership to associate with events and carry some of the load. A good example would be at the 2013 FIA Prize-Giving where we had a number of partners, including

“ THE DEPARTMENT CAME INTO BEING THREE YEARS AGO WITH THE AIM OF EXAMINING ALL OF THE FIA'S ASSETS ”

ALEXANDRE GUESCHIR, FIA MARKETING & EVENTS DIRECTOR



In 2012, the FIA concluded a promotional deal for the WRC with Red Bull Media House and the Sportsman Group.



Volkswagen, Michelin, Philips and Rolex. They either supported the event financially or through the provision of services such as the fleet of vehicles Volkswagen put at the disposal of delegates and champions.”

The final area of activity concerned the FIA’s motor sport championships, where the marketing department has taken charge of creating and managing commercial relationships with existing and new promoters of racing series. “The essence is to make sure our rights across our championships are exploited in the best possible manner.”

Indeed, the FIA’s championships, which include flagship series such as Formula One, Endurance and Rally World Championships, are some of the most marketable assets the FIA has. Exploring that potential has seen the marketing department change the FIA’s approach to its sporting series.

“The FIA now is taking a much greater interest in the way its championships are conducted from the commercial perspective and also in terms of media,” says Gueschir. “This is a fairly new thing for promoters who in the past have seen the FIA only as a sporting and technical regulator and not as a partner in the promotion a championship.

“It has been a bit of a control change as well,” he adds. “From 2012 onwards we renegotiated a number of agreements with a different approach, first getting a lot more information from the promoters, particularly regarding the exploitation of rights. We now have much more regular reporting, we have quarterly meetings, more dialogue with the promoters to discuss those matters. We are trying to get closer to a partnership or joint venture relationship instead of simple

licensing agreements where we licence the exploitation of our rights to promoters. This has been done in a way that provides a revenue share mechanism, making sure that the FIA ultimately benefits from the championship, if the championship is successful.”

The model extends right across the range of FIA championships, taking in not just the marquee championships, such as WRC or WTCC, but also junior categories such as the FIA European F3 Championship and the new F4 category.

“We are also providing a level of support to some of the grassroots programmes that have been recently developed,” explains Gueschir. “For example, all the marketing packages that were included in the Formula 4 offer were developed by us together with the FIA’s sport department. For the first time, too, we appointed a promoter for the World and European Karting Championships. In rallying, at regional level, the European Championship now has a promoter, which hasn’t been the case since it was created more than 60 years ago.”

It isn’t just sport that benefits from the marketing department’s activities, however. Mobility concerns too have been addressed, with a number of partnerships having been put in place over the past three years, many of which are of direct benefit to clubs.

“We have for example a partnership with Michelin that has enabled us to contribute additionally to what the mobility department were doing already on the FIA grant programme. The additional 75,000 euros generated through that has enabled us to fund three additional club activities in the field of road safety, which would perhaps not have existed if the

The FIA’s Formula E electric racing championship (right) is just one of the assets the FIA Marketing Department seeks to leverage through new partnerships and promotional deals. Since the department was established it has also secured promoters for its karting, rallying and rallycross championships.



“ WHAT WE ARE THERE FOR IS TO SEE HOW THE CORPORATE WORLD CAN BE OF USE TO THE FIA AND TO CLUBS ”

ALEXANDRE GUESCHIR, FIA MARKETING & EVENTS DIRECTOR



World Touring Car champion Yvan Muller at the 2013 FIA Prize-Giving ceremony. The FIA’s Marketing Department has been active in giving the awards event a higher profile with greater appeal to media, sponsors and partners.

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Michelin partnership wasn't there. That's a very concrete way to work together with the mobility sector as far as the marketing department is concerned.

"Another example is that last year we conducted a campaign with the fuel company Total within their petrol station network and we had two mobility clubs involved in that, one in Germany and the other one in Belgium. Via the promotion in the petrol stations there was a direct reference and an invitation to people to learn more about the kind of services they could get from their clubs."

It's this kind of cross-promotion that Gueschir sees being of tangible benefit to clubs.

"What we are there for is to see how the corporate world can be of use to the FIA and to clubs," he says. "It's about developing relationships with corporations that can be of use across a common platform. At the moment, for example, we are currently trying to develop a programme with champagne and hotel brands, partly supporting some of the road safety campaigning we (and every club) conduct. Very pragmatically this will also hopefully offer clubs that don't have at the national level a partnership of this kind some preferential access to discounted offers and promotions."

All of this activity has reaped significant reward, too, with the FIA benefiting to the tune of a net added value of 3m euros since the department was created. Allied to cost savings elsewhere within the FIA, the increased revenue helps make the federation a leaner and more efficient organisation.

For Gueschir the department is delivering on the potential present within the FIA but he adds that there can be no slackening off.

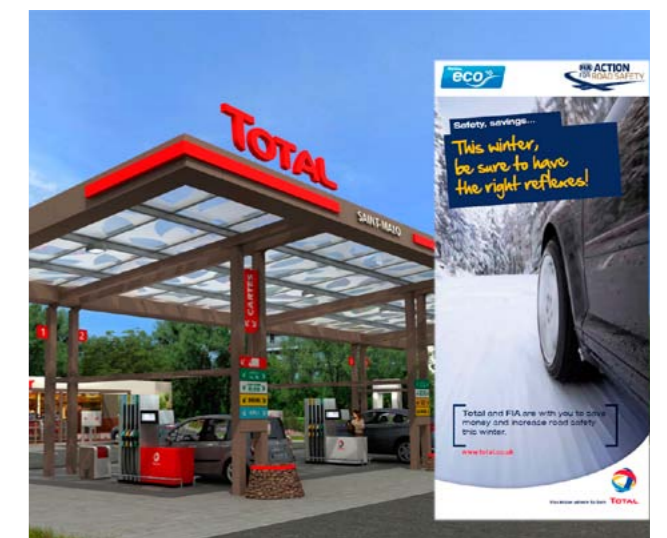
"The next phase is probably one of development and consolidation of our existing assets, because while you need to recruit new licensees and partners, you also have to service the existing ones at the highest level. We always have to keep in mind that we are putting the image and credibility of the FIA on the line, so we need to make sure we deliver in the most professional manner.

"In terms of expansion, we have look at creating new assets that don't currently exist in the FIA portfolio, assets that will enable us to enrich our offer," he adds. "What we have done with new championships is a good example of this. On the events side we would like to reshape the existing annual prize-giving and make it a more media-friendly product. We would also like to create new events such as Sport Conference and its related motorsport exhibition called FIA Sport MotorEx. We have plenty more to do!"

Ultimately, the added value provided by the FIA's marketing arm is of benefit to the whole federation, as the department head concludes.

"I would encourage clubs to consider how the cross-promotional relationships can come about," he says. "Whether you need some support for your environmental or road safety programme, whether you are looking for discounts for products and services you need, whether you feel you are not reaching international advertisers with your official magazine, talking about it with each other, and with us, could be of help."

The FIA has secured a number of corporate partnerships that according the Marketing Director Alex Gueschir are "about developing relationships that can be of use across a common platform."



FIA MARKETING & EVENTS DEPARTMENT

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A NEW MEXICAN RACING REVOLUTION

Boosted by the success of its drivers on the world stage, Mexican motor sport is developing rapidly and the country's ASN, OMDAI, is setting the pace.

There is an old adage that says 'success breeds success' and nowhere is that more true than in motor sport. There is little doubt that Michael Schumacher's phenomenal success in the 1990s and 2000s led to a groundswell of interest in racing in Germany and paved the way for the rise of stellar talents such as Sebastian Vettel, Nico Hulkenberg and Adrian Sutil.

Mexico, in some regards, is enjoying a similar reawakening. The country has always had a rich motor sport tradition, stretching all the way back to the legendary Carrera Panamericana races of the 1950s and the great exploits of the Rodríguez brothers, Pedro and Ricardo, in Formula One in the 1960s, but it is the recent success of a new crop of racing stars that is pushing motor sport of all kinds back up the sporting agenda in Mexico.

Guadalajara-born Sergio Perez's trio of stirring podium finishes for the midfield Sauber F1 team in 2012 sparked a surge of interest in Formula One in his homeland and the arrival on the grid, in 2013, of Monterrey's Esteban Gutierrez saw a further spike in enthusiasm and awareness.

But while success in the rarefied atmosphere of F1 invariably has a knock-on effect on a country's motor sport culture, translating any immediate groundswell of interest into increased long-term vibrancy at national and grass roots level is often more difficult to achieve.

This is where the Organización Mexicana del Deporte Automovilístico Internacional (OMDAI), Mexico's ASN, comes in. The club has been steadily overseeing the improvement of

Benito Guerra on the podium at this year's Rally Mexico in León.

(Left to right) Guillermo 'Memo' Rojas, FIA President Jean Todt, FIA Vice President for Sport and OMDAI President José Abed, FIA Senate Member and Telmex CEO Carlos Slim Domit at a round of NASCAR in Mexico in 2010.



infrastructure and national championships in recent years and has placed particular emphasis on youth involvement, with the establishment last year of the country's first national karting championship.

Endorsed by the Commission Internationale de Karting (CIK) and the FIA, the championship was staged across eight rounds, at circuits all around Mexico, from Puebla in the centre of the country, to Guadalajara in the west, with the final taking place in Mexico City. Aimed at young people aged 14-18, the series aims to provide the next generation of Mexican hopefuls with a well-organised first step on the racing ladder.

"The Reto Telmex FIA Mexico National Karting Championship has been a real success and a lot of new drivers now have the opportunity of an authentic chance to develop their skills and to reach new categories," says OMDAI President José Abed.

That is happening already. Seventeen-year-old Rodrigo Fonseca from Leon in Guanajuato state is a relative latecomer to motor sport, having only been karting for three years. In that time, however, he has won three titles, including the FIA Mexican National Championship. It's a flowering of talent that might have never happened save for the efforts of the ASN in encouraging youth participation.

Fonseca's Reto Telmex title win has led to a move to the UK, where supported by OMDAI and the Escuderia Telmex programme that helped Pérez and Gutierrez to climb the

“ THE FIA NATIONAL KARTING CHAMPIONSHIP HAS BEEN A SUCCESS ”

JOSÉ ABED, OMDAI PRESIDENT



Action from the 2014 FIA Mexican National Karting Championship.

racing ladder, he will race in the 2014 BRDC Formula 4 Championship.

The FIA's new junior formula, designed as a first step from karting to single seaters is a concept Abed believes could represent the next stage of development for Mexican motor sport.

"Following the FIA's strategy we are focusing on the grassroots of the sport, first with the FIA Mexican National Karting Championship but our idea is to bring a Formula 4 Championship to Mexico and also to start a Legends Series, new endurance championships and to widen our panorama to include bigger categories, as well as a more aggressive National Rally Championship."

The national karting championship also aids with the development of other lesser kart series too. "The Reto Telmex FIA Mexico National Karting Championship will be renewed each year and the used cars will be given to smaller category," says Abed. "We also have big plans for our existing driving school, the Roger Peart driving school, to train more and more, young talents."

It all points to a motor sport scene enjoying rude health and Abed agrees that the culture has changed.

"Mexican motor sport has changed a lot in the past decade and we've experienced the launch of different championships and categories, such as the Mexican NASCAR series, the LATAM formula series the NACAM Rally Championship," he says. "In general motor sport in Mexico is healthy and we now have 934 competition licence holders. We obviously have to continue to work and safeguard the integrity of our circuits and championships."

That process has seen a steady rise in the standard of motor sport infrastructure in Mexico in recent times, as Abed explains.

"Today we have 23 tracks homologated by OMDAI, each meeting national safety requirements," he says.

"Only the Autódromo Miguel E. Abed has a Grade 3 FIA Licence [entitling it to run events for GT cars, some single seaters over 2000c and certain sports car categories]. The Hermanos Rodriguez circuit in Mexico City [home of Mexico's F1 race in the past] is being remodelled.

"Mexico is a huge country and obviously some states and regions need special attention and maybe some safer tracks," he adds. "The circuits in Monterrey, Chihuahua [in the north] and Queretaro [in the centre] are great circuits with a lot of competitions going on. The country needs special development in five states in the south of the country: Chiapas, Quintana Roo, Oaxaca and Guerrero. This is continuous and arduous work and is one of the main point of focus for OMDAI."

The Mexican club is leading the way, too, in ensuring safety at circuits. In May of 2013 the club was awarded the FIA Institute's Officials' Award for the Achievement of Excellence, after it demonstrated the highest standards of motor sport marshalling and training.

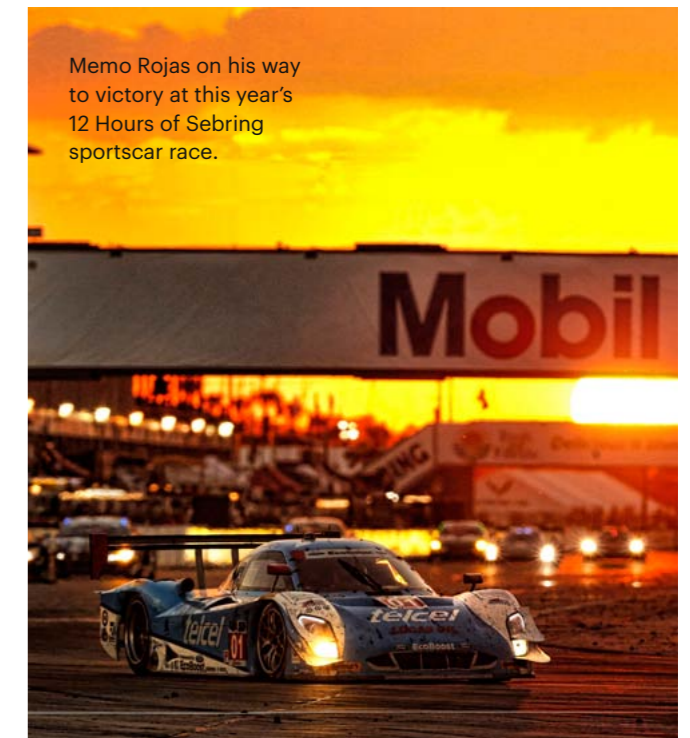
That led to OMDAI being appointed as the first official Regional Training Provider (RTP) in the Americas. This means the club is now eligible to train ASNs around the world, with financial support from the FIA's Motor Sport Safety Development Fund. It is an achievement of which Abed is proud.

"We were very happy to finally access this accreditation after 20 years of providing training in Mexico as an ASN on the American continent," he says. "For the region, this

“ MEXICAN MOTOR SPORT HAS CHANGED IN THE PAST DECADE ”

JOSÉ ABED, OMDAI PRESIDENT

Memo Rojas on his way to victory at this year's 12 Hours of Sebring sports car race.



The 2014 National Karting champion Rodrigo Fonseca.

Officials attending the 11th Seminar on Motorsport safety gather on the grid at the Miguel E Abed Circuit in Puebla, in December 2013.



“PILOTOS POR LA SEGURIDAD VIAL HAS BEEN A HUGE SUCCESS. MORE THAN 200 CONFERENCES HAVE BEEN HELD IN SCHOOLS ACROSS MEXICO.”

JOSÉ ABED, OMDAI PRESIDENT



In October of 2013, the FIA Institute held the Latin American selection event of its Academy programme at Puebla's Autodromo Internacional Miguel Abed.

is definitely a big step in the development of our sport, bringing more safety to championships in the Americas. This is the biggest success for Mexico after the WRC event.

“We have already started two training programmes, in Colombia and Cuba, and we are about to start a training programme for one of the newest clubs in the FIA family, that of Guyana. We are also planning to work closely with other clubs such as Guatemala, Bolivia, the Bahamas, Paraguay, indeed any FIA club that needs a training programme for officials.”

It's not just safety on the track that interests the club, however. OMDAI has been increasingly active in promoting road safety in Mexico in recent times, particularly since the launch of the UN's Decade of Action for Road Safety and the FIA's own Action for Road Safety campaign.

Much of this work has been undertaken in association with the Escuderia Telmex programme, involving its racing drivers in the promotion of road safety awareness.

“We have a very close relationship with Escuderia Telmex through all the racing categories they are involved with but also we are very heavily involved with them through the *Pilotos por la Seguridad Vial* (Drivers for Road Safety) campaign,” says Abed.

“This campaign has been a huge success,” he adds. “It is a major multi-channel campaign featuring billboard promotions and publicity spots on TV for the whole American continent, as well as advertising in cinemas in Mexico. Twenty-six drivers are involved in the campaign and they have all been trained to give road safety conferences. More than 200 conferences have so far been held in public and private schools all over Mexico, alongside a web campaign with testimonial videos from road accident victims and family. We have also had a number of road safety activations. The most recent example would be our

recently launched video contest inviting university students to participate and propose a short video on two of the Golden Rules of Action for Road Safety.”

The campaign, he continues, has more to offer. “This campaign has been built on a 10-year platform, and we have still eight years to go,” he asserts. “The plan now is to train more drivers, accelerate the pace of the conferences and extend the targeted public to primary schools and high schools. We want to adapt the discourse so we can bring the campaign to every country in the Americas.”

Having drivers such as Gutierrez, Perez and recent 12 Hours of Sebring winner Guillermo Rojas appearing on behalf of the campaign undoubtedly helps, explains Abed.

“Mexican people have a real passion for motor sport and with the presence of these great drivers on the international scene and with their exposure in national and international media combined with the road safety campaign we've just mentioned, we've definitely noticed a great impact on younger generations,” he says. “The new trend we've seen is that they are now not only sporting heroes but they have become role models for young people.”

It's not just single seat drivers such as Perez that give Mexican motor sport a profile on the international stage. The country has successfully held a round of the World Rally Championship in Guanajuato since 2004 and it's NASCAR series continues to grow in stature. Other events, however, have been harder to secure or hold on to.

The World Touring Car Championship visited Puebla's Miguel E Abed circuit three times between 2005 and 2008, but has not returned since. Formula One has been absent even longer, grand prix racing last being held at Mexico City's Hermanos Rodriguez circuit in 1992.

“The main difficulty [in attracting and maintaining events] comes from state government interests,” says Abed.



(Left to right) F1 Driver Sergio Perez, President of the United Mexican States Calderon Hinojosa, FIA Vice President for Sport and OMDAI President José Abed, Mexican Health Minister Chertorivski Woldenberg, FIA Senate Member and Telmex CEO Carlos Slim Domit, Mexican Red Cross President Suinaga Cárdenas at the launch of the *Pilotos por la Seguridad Vial* road safety campaign in Mexico City in 2013.



F1 team Force India's Mexican star Sergio Pérez.

“ AS FAR AS OMDAI IS CONCERNED, WE ARE READY TO HAVE AN F1 RACE IN MEXICO ”

JOSÉ ABED, OMDAI PRESIDENT

“This is precisely what happened in the case of the WTCC, suddenly, and despite the success of the event, the government wasn't eager to support it anymore. We are very vulnerable on government support so when it happens, unfortunately the event can't go ahead.”

Last year, however, encouraging signs were seen when the country was included on a provisional 2014 Formula One calendar but despite huge enthusiasm for the event plans now seem on hold again. “It seems that the promoter and the F1 management company didn't manage to find an agreement,” says Abed. “This is not the only answer for us and other possibilities might come in the future. As far as OMDAI is concerned, we are ready to have an F1 race in Mexico.”

F1's presence in the country seems not to be a factor in motor sport's appeal, however. Motor sport continues to grow in Mexico and Abed is convinced of OMDAI's commitment to continuing that process.

“We will continue to work on the development of grassroots motor sport, following the trend path of the FIA,” he says. “In the next five years I am sure we will be among the top five nations on the American Continent in our sport.”

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