

FIAINMOTION

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ISSUE 11

A portrait of Carlos Ghosn, CEO of Renault, wearing a dark blue pinstriped suit, a white shirt, and a patterned tie. He is looking directly at the camera with a neutral expression. The background is slightly blurred, showing what appears to be an exhibition or showroom setting with red and white elements.

SHARED VISION

RENAULT'S CARLOS GHOSN ON ELECTRIC CARS AND MAKING CARS GREEN

• THE FUTURE IS BUBBLE-SHAPED • MOTORSPORT ON THE ROCKS

PLUS LADY RACERS IN RAMALLAH, FEDERATION NEW FACES, INSTITUTE & FOUNDATION LATEST



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PRESIDENT'S MESSAGE



Dear Members,

I have always been a great believer in the power of collective thinking. The automobile clubs of the world are full of people with good ideas and, working together, I am sure we can achieve great things. One of the primary assets of any international federation is the opportunity to share ideas and experiences between the members, no matter where they come from, nor how big their organisation. The newer members can learn much from their more experienced counterparts, but at the same time a dynamic young club has the power to influence the biggest member clubs with new ideas. Perhaps there are times when we think we have done all that it is possible to do, but new ideas then appear to help us move things forwards again.

These are exciting times for the FIA with the launch of the United Nations Decade of Action supported by the FIA Action For Road Safety, the FIA Annual Conference Week in Kuala Lumpur and the start of the 2011 racing season.

The FIA Action For Road Safety is the latest step in the drive towards better road safety, something which the FIA has been promoting for more than 100 years. With the United Nations, the World Health Organisation, the FIA Foundation and many other partners working with us, we have a very real chance to lower the number of road fatalities worldwide.

If you wish to use articles from this magazine in your own countries, please feel free to do so, and encourage the local media to do likewise. I hope that in the future this magazine will grow into being a catalyst for more ideas and a way to highlight what is being achieved around the world.

The passing of FIA Vice President Victor Ruben Dumont Martinez, who led the Touring y Automovil Club Paraguayo for 13 years, deprives us of someone who stood for many of the ideals that we seek to promote. My thoughts are with his family.

Finally, it is with a heavy heart, but also with a ray of hope, that I send my most sincere wishes of well-being to our members, colleagues and friends who have recently been hit by a series of catastrophic natural disasters in Australia, Japan and New Zealand. This allied, with the severe civil unrest which has swept through north Africa and the Middle East has reminded me once more of the fragility of us all as human beings. And it is in this vein that all of us in the FIA community extend our support, and warm embrace to all our friends who are struggling with unimaginable hardship. May the burden become lighter soon.

Jean Todt
FIA President

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FIA NEWS

SPORT AND MOBILITY UNITE IN KUALA LUMPUR CONFERENCE WEEK



From left: Malaysian Minister of Tourism Dr. Ng Yen Yen is presented with a gift by FIA President Jean Todt, FIA Vice President for Automobile, Mobility & Tourism, Brian Gibbons and President of AA Malaysia H. H. Tunku Mudzaffar

The annual FIA Conference Week, held from March 21st to March 25th in Kuala Lumpur, brought together 180 automobile club delegates from over 60 nations representing the 70 million members of the Federation Internationale de L'Automobile. Hosted by the Automobile Association of Malaysia, the first time the conference was held

in the Far East, the Conference Week is primarily a networking environment where best practice is shared on a range of issues concerning sustainability, road accident prevention and environmental issues. As many of the clubs vary in size and degree of development, there is much mentoring from the bigger more established

automobile associations so as to help the smaller organization develop, in particular in the field of accident prevention. For the first time this year, motorsports clubs worked alongside the mobility clubs and this will only serve to enrich and strengthen the Federation as knowledge can then flow between all members. ■

IN PICTURES - FIA CONFERENCE WEEK



President FIAA India Mr T. K Malhorta and wife Chandra and Mr Rafael Pinto and his wife Marguerita Atmetlla of ACCR Costa Rica accompanied by two traditional Malaysian dancers



Jean Todt, Michelle Yeoh and Malaysian Minister of Tourism Dr. Ng Yen Yen



FIA delegates enjoy the ambiance at a cocktail evening at the Mandarin Oriental Hotel



Wan Zaharuddin Wan Ahamad, Vice Chairman of AA Malaysia (centre) welcomes FIA club members from around the world at a visit to AAM's technical centre.



Members of the Camping and Caravanning Commission visit the Kem Perah campsite



FIA Vice President for Sport Surrinder Thatthi pictured at the Petronas Towers



Daniel Starman, President of AMZS Slovenia and H.H Tunku Mudzaffar of AA Malaysia



A delegation from the Japan Automobile Federation



Eva Maria Kersch, Club Correspondent, ÖAMTC and ÖAMTC President and FIA Region I President Werner Kraus

FIA INSTITUTE HOSTS THIRD MOTOR SPORT DEVELOPMENT WORKSHOP



FIA Institute Executive Member Garry Connelly addresses the workshop

The FIA Institute hosted its latest Motor Sport Development Workshop in Kuala Lumpur on 22 March. The Workshop focused on the Asia Pacific region and offered the chance for stakeholders from the region to present and discuss their views on the work of the FIA Institute and the development of motor sport. The event was attended by National Sporting Authorities (ASNs) from across the world, with each ASN contributing to the discussion on the work of the FIA Foundation's Motor Sport Safety Development Fund, Sustainability, and Medicine in Motor Sport.

The Workshop was chaired and moderated by FIA Institute Executive Committee member Garry Connelly, and featured presentations from a range of experts and sectors.

Quentin Crombie, FIA Institute Director of Programmes, updated the participants on the latest news from the Motor Sport Development Fund, notably focusing on policy changes and projects from the Region.

Michael Masi, Rally Australia General Manager, explained how Australia's CAMS had gained accreditation to be a Regional Training

Provider and was now utilising this status to provide ASNs, from across the Asia-Pacific region and further, with training through the Motor Sport Safety Development Fund.

Masi's presentation was complemented by a presentation by Tan Teng Lip, President of the Singapore Motor Sport Association, who explained the experience of having received training from CAMS through the Regional Training Provider scheme.

Razlan Razali, CEO of the Sepang International Circuit, explained how his circuit had benefited from the Motor Sport Safety Development Fund, receiving consultancy services for its renewed development, through the Facility Improvement Programme.

Alongside the discussions on the Fund, FIA Institute Director of Sustainability, Even Wiger, outlined the proposed roadmap for the implementation of the Institute's Sustainability Programme. FIA Institute fellow Michael Henderson then explained the developments in the FIA Institute's Medical Programme, notably the move towards a multi-disciplinary approach.

Richard Woods, Director General of the FIA Institute, said:

"It was a particular pleasure to host the Motor Sport Development Workshop in Malaysia. The Asia Pacific region has been one of the most active participants in the Motor Sport Safety Development Fund, and their example of positive and successful engagement with our work is a model we hope many other ASNs will follow"

Garry Connelly, FIA Institute Executive Committee member, added:

"I was pleased to have the opportunity to host this edition of the Motor Sport Development Workshop in my own region. The feedback we are receiving from National Sporting Authorities through these workshops is critical to the continued improvement of the FIA Institute's services and the level of engagement and discussions were particularly impressive."

A micro-site, featuring all of the presentations from the workshop, can be viewed here: <http://summit.fia institute.com/MSDW-2011/Index.html>. ■

A NEW LOGO FOR A VITAL FIA GLOBAL LIFE-SAVING INITIATIVE



Jean Todt & Michelle Yeoh show their support for the FIA Action For Road Safety campaign



The FIA is strongly committed to supporting the United Nations Decade of Action For Road Safety, aimed at preventing five million road accident deaths in ten years. In order to address this truly shocking waste of human lives (1.3 million deaths annually and 50 million injured) President Jean Todt has put the full weight of the Federation behind the FIA Action For Road Safety, speaking extensively about it at the Kuala Lumpur

conference where delegates also voted to adopt a logo as a powerful motivational focus.

The logo has been conceived to be a flexible, and effective, call to arms. It can be coloured in many different ways, depending on who is using it, and in what context. It will easily blend with the clubs' own logos and will fit easily on race cars and drivers' overalls.

The FIA Action for Road Safety aims to leverage the heritage of the Federation, where the clubs have always been at the forefront of promoting safety on the roads and in the cars. In addition to this, the FIA intends to bring the world of motorsport to the forefront of this campaign to interact with the mobility clubs everyone can benefit from all the best practice, experience and input from all the dynamic components of the Federation.

The FIA Action for Road Safety will be rolled out progressively throughout the year, with the support of the clubs, and the teams competing in the FIA World Championships, all of whom have expressed their strong support for the campaign.. ■

CLUB NEWS

EVERY PICTURE TELLS A STORY



The Automobile Club de France is the oldest automobile club in the world, dating back to 1895. As a result it has one of the most extensive photographic libraries in relation to the automobile and to motorsport, much of it in the form of old glass-plate imagery.

The club is now keen to exploit its invaluable archive and the ACF's Société de Gestion is offering numbered limited editions of seven 30 x 40 cm prints of some of the images from the collection. These are produced to a very high level of quality, and feature ACF authentication.

The collection is divided into four categories: automobiles and society, two- and three-wheelers, sporting events and commercial vehicles.

The revenue generated by the sales is being used to safeguard the club's photographic archive through the cleaning and restoring of original prints and digitizing the collection.

More information about the collection can be found at: www.collectionacfpphotovehicule.com ■



PORSCHE GIVES YOU WINGS



The Porsche 911 has won the Gelber Engel (Yellow Angel) Prize, presented annually by the Allgemeiner Deutscher Automobil-Club e.V (ADAC) for the highest-quality and most reliable car in Germany. The award is based on an evaluation of around two million breakdown reports by ADAC road patrolmen and by a customer survey in the club magazine ADAC Motorwelt, which was completed this year by 43,000 readers. The Yellow Angel award is presented in five categories, recognizing exceptional achievement in terms of quality, innovation, and the environment. This year the club introduced a new Car of the Future category, which was won by the Toyota Auris Hybrid, which was billed as being "the most advanced car presently available."

Established in 2005, the Gelber Engel awards are now seen as one of the most reputable prizes in the automotive industry. The Gelber Engel name is also the term used for ADAC road patrols. Each year around 150 new cars are examined, including only vehicles with significant sales to ensure a realistic picture, with ADAC looking for inherent faults. The results are published in ADAC Motorwelt, which has a distribution of more than 19 million copies. The Gelber Engel awards enjoy a high degree of credibility among consumers.

ADAC President Peter Meyer says: "With our award ceremony, we want to underline the special role of the ADAC in the field of mobility in Germany." ■

IT'S ALL GO IN RAMALLAH



The existence of the State of Palestine may cause a certain amount of discussion in political circles, but there is no doubt that a new country is gradually becoming a reality under the guidance of the Palestinian Authority. Motorsport in Palestine began as long ago as 2005 when the first events were held in Ramallah and Jericho. Two years later the Palestinian Motor Sport and Motorcycle Federation (PMSMF) was recognized by the FIA. Today there is a five-event series of trials that are held on closed streets and in car parks in the West Bank territory. There

is even a group of women racers, known as the Speed Sisters, who have attracted plenty of international coverage, thanks to support and training from the British Consulate in Jerusalem, which paid for race suits, car preparation and offered training, hosted by British racer Helen Elstrop, to improve the techniques of the local women. The scheme was instigated by British Political Consul Karen McLuskie and is part of the Foreign & Commonwealth Office's "See Britain Through my Eyes" campaign, which aims to communicate a more modern, dynamic

image of the UK, in the build-up to the 2012 Olympics. McLuskie said: "When I came to Palestine and saw women racing, I thought it was a great project to encourage that gives women a chance to express themselves and prove they are not ignored or marginalized."

The PMSMF is also helping to promote a revolutionary compressed air pneumatic energy that has been created by Emad Ahmad Saleh Hassuneh, a 36-year-old Palestinian inventor, who has devised a car powered by air that can travel at 75mph. ■

JAMAICA CHASES QUALITY REPAIR WORK



Caption

The Jamaica Automobile Association is pushing ahead with its Approved Auto Repairer programme, to help offer better servicing for the 500,000 vehicles that are now registered on the island. The project has won the support of Jamaica's Ministry of Industry, Investment and Commerce (MIIC).

Reginald Budhan, the MIIC Permanent Secretary, said: "Today's modernised automotive industry requires higher standards

and although many mechanics are experienced some have not adapted to the changes within the industry. The industry is evolving; and, therefore, standards and consistent training need to be applied to maintain the quality of services garages offer."

The JAA's Approved Auto Repairer programme aims to guarantee that technicians are certified and multi-skilled and that approved garages must use up-to-date and precise equipment to diagnose and repair

vehicles, as well as having clean and non-hazardous garage facilities.

Jamaica's Consumer Affairs Commission has been receiving an increasing number of complaints from consumers about shoddy repairs and is strongly supporting the JAA programme.

Four garages on the island have already been certified and branded JAA Approved Auto Repairers, others are now working towards achieving similar status. ■

A THREESOME FOR A CHANGE



The FIA Region IV has joined forces with the iRap and Latin NCap to encourage more efficient management of road safety developments in Latin America, as part of the Decade of Action for Road Safety.

The parties are now intending to improve the exchange of technical information between them, encourage the creation of a knowledge center for the various programmes in the region and the provision of technical support to the automobile clubs, which will in turn be better equipped to promote the activities..

Latin America is a rapidly growing automobile market and source of vehicle production. It is also experiencing high levels of road fatalities and serious injuries. Latin NCAP is the first independent programme to be established in one of the world's newly motorising regions and is a historic step forward in the availability of consumer crash test information. ■

SUPERLADY BREAKS NEW GROUND IN UGANDA'S MBARARA RALLY



Suzan Muwonge won the Mbarara Rally recently, the opening round of the Ugandan national rally championship, organized by the Federation of Motor Sports Clubs of Uganda. The 34-year-old school teacher, the mother of four children, has earned the nickname "Super Lady" in Uganda in recent years thanks to her rallying adventures, which began in 2007 when she finished fifth in the Pearl of Africa Uganda Rally in a Subaru Impreza.

Described by Charles Muhangi, the 1999 African Rally Champion, as "a rare talent", she took her first national rally victory in

2009 and last year landed sponsorship from Kobil Uganda, which helped her to win the first round of this year's championship by an impressive 11 minutes.

Muwonge said: "I felt I needed to prove that I was worthy sponsoring and I am glad I made it. I had a steady race and I intend to keep up the pace throughout the season since my car is now very reliable."

While her target remains the national championship, she has also embarked on a singing career. No wonder they call her super lady... ■

CUT & THRUST FOR MANAGERS IN MINSK



Minsk, Belarus

With many clubs changing their traditional focus from road assistance towards new areas such as tourism, "Creativity and Innovation as necessary marketing skills to find effective solutions" will be the key topic under discuss at the 27th FIA Middle Management Workshop, to be held in Minsk, Belarus, from

June 8-10, with a welcome dinner on June 7. The innovation of new products, services and memberships will be among further topics to be discussed in the context of the growing role of the internet, as well as shared future challenges faced by clubs with regard to ageing memberships and difficulties to retain

existing members. Registration is available at the members' section of www.fiabrussels.com. In case you need a login and password, please contact Sinziana Radu Gille, Event Manager, FIA Region I at s.gille@fiabrussels.com. Registration opened on March 1 and will continue for four weeks. ■

WMC-SUPPORTED RASMUSSEN READY TO SCALE THE HEIGHTS AFTER MOUNTAIN-TOP TRAINING SESSION

Maiken Rasmussen, winner of Volkswagen Motorsport and the FIA Women in Motorsport Commission's search for female drivers with the talent to make it in motorsport, has completed the next phase of her development, a grueling five-day training programme in the German ski resort of Oberjoch.

"After five days of hard training I am left with joy and excitement, but it has been a long time since I have been so tired," said 21-year-old Rasmussen of the programme, which aimed to develop physical ability and endurance. "This experience has given me a new perspective on training and that it can be hard and fun at the same time. I have learned a lot of new exercises that are more useful and relevant, and will definitely adjust my training programme in the future. I have found weaknesses and strengths and gained a lot of experience about what is needed to be at the top level."

That top level is just around the corner for the Danish driver: Rasmussen's emergence from a class of 11 female drivers test by VW and the WMC at Germany's Oschersleben circuit as the driver with most potential earned her a full season in the 10-round 2001 Scirocco Junior Cup, part of VW's Scirocco R-Cup, one of the world's most eco-conscious one-make series. Aarhus native Rasmussen joined the Volkswagen training camp where Scirocco R-Cup, endurance and Formula 3 drivers took part in a rigorous, five-day, mountain-top programme.

While the main objective of the training camp was to help develop physical ability, drivers were also shown how to work on potential weaknesses and continue their training at home without the need for fitness equipment.

The programme focused on cardio, strength and coordination training and pushed the drivers to their limits. Hiking, running, orientation and Pilates all formed part of the programme, however the most challenging for Maiken proved to be the cross-country skiing – a sport she has never attempted in any way – and an agonising seven-kilometre run up a mountain. While the training was arduous, Rasmussen admitted that the



Denmark's Maiken Rasmussen at the Volkswagen training camp in Oberjoch, Germany

intensity of the training was matched by the fun of working with other drivers.

"It was not only the training that made the week great, but also the atmosphere," she admitted. "We had fun, the spirit was there, and that's what made everyone give everything they could. That's what makes a camp like this successful."

Michèle Mouton, President of the Women & Motor Sport Commission said: "Training camps cannot be underestimated, they

play a significant role in helping sportsmen and women reach their goals. Today, when thousandths of a second matter, the driver who is best prepared, both physically and mentally, will have an advantage."

Having completed her training, Rasmussen now goes on to a two-day test behind the wheel of her new car, at Oschersleben on the 12th and 13th of this month, before racing in anger for the first time at the opening round of the Scirocco R-Cup in Hockenheim on the 29th and 30th of April. ■

JAF CAMPAIGNS FOR MOBILITY FOR ALL



A Japanese citizen's vision skills are tested at a Senior Drivers' School

Japan's Fundamental Law for Disabled Persons, which was finalized in 2004 lays out broad principles that allow for the full participation and equality for the country's handicapped and calls for the end of all discrimination, based upon a person's disability.

At the same time Japan has a very specific demographic problem in that it has a population that is aging faster than any other country in the world. The problem has been caused by a combination of the increase in life expectancy, brought about by better medical treatment and healthier lifestyles, and a decreasing birth rate. This means that more people are becoming dependent on fewer

workers. By 2015, one in four Japanese citizens will be 65 or older, and with only a percentage of the population in full time work, soon there will be only two workers to support each retiree. This means that the country must prepare for radical change, not just in terms of economics, but also in the way in which people live.

In recent months Setsuo Tanaka, the President of the Japan Automobile Federation, has embarked on a campaign to develop mobility for the elderly and the handicapped, in support of the FIA's "Mobility For All" programme. He authored an article called in the Asahi Shimbun, one of the country's

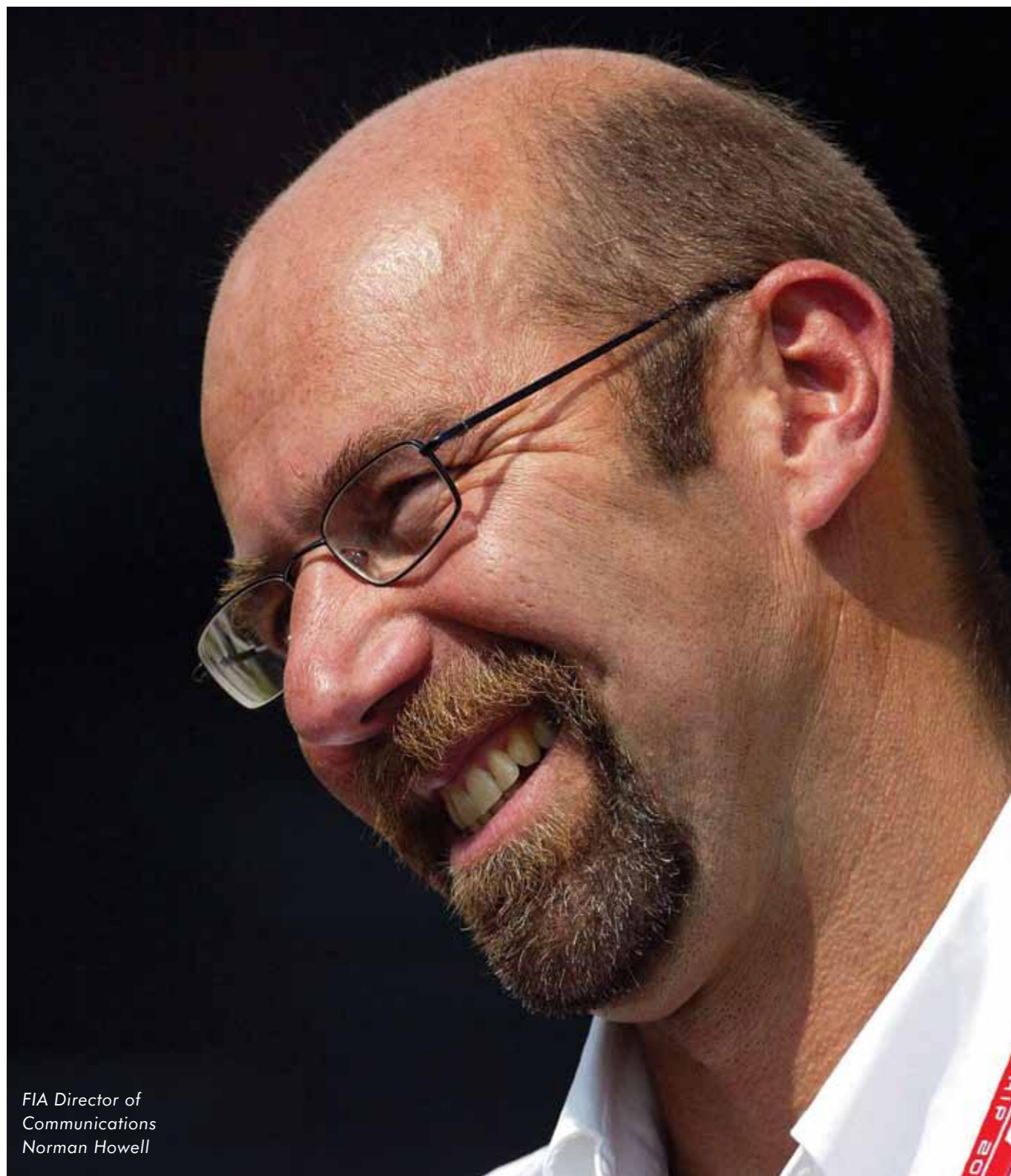
largest circulation newspapers, with eight million readers a day, drawing attention to Japan's need to provide better infrastructure and pointed out the projects that the JAF has embarked upon to help, including workshops and a "Senior Drivers' School" for the elderly.

Tanaka wrote: "It is necessary to build up a system which enables the people who most need mobility to access the mobility appropriately. In order to do so, it is important to improve the infrastructure related to traffic, based on the situation in each area, and to increase the level of convenience so that people needing mobility can choose the means of transport freely." ■

Norman Howell, FIA Director of Communications

GETTING THE RIGHT MESSAGE ACROSS

The latest person to join the Federation at Place de la Concorde has ranged far and wide across the media landscape and is looking forward to help the FIA speak with one clear voice.



FIA Director of
Communications
Norman Howell

Norman Howell is the new Director of Communications at the FIA. He is a difficult man to categorize, having enjoyed a broad-ranging career in the media.

"I am very interested in lots of different things. I love journalism. I love design. I love working with new ideas and interesting people," he says. "It is a story that began in the rather drab industrial city of Manchester, best known around the world as the home of the Manchester United football team."

The city made little impression on him, however, as when just a toddler, his family moved to Italy. "I don't remember Manchester at all. My father was English, but had Italian roots, and he worked for Imperial Chemical Industries (ICI). My mother was Turkish.

"Thus Italian became my mother tongue, but I learned French because I had asthma and at that time they used to send sufferers up into the mountains as much as possible, so I spent two months a year in Switzerland," he says. "I also used to go to Turkey every summer to visit my grandparents, who lived on the island of Büyükada, so I learned Turkish by playing football with the local boys and eating in restaurants. I speak gastronomic Turkish which is very useful because at least you get fed."

English was more of a problem, but at 15 the young Englishman who did not speak English was sent off to be educated at boarding school, where he remembers being nicknamed "Spaghetti" and freezing while doing cross country runs in the winter. He soon added English to his list of languages and went on to study contemporary history and Italian at the University of Sussex, near Brighton, on the South Coast.

"I enjoyed that tremendously and when I was taking my final examinations my tutor took me aside one day and said: 'You cannot write properly, but you can write journalesé' [the language of newspapers] I run a small newspaper in Brighton, would you like to help me out?"

That summer Howell went to Turkey on holiday and, to get some more experience, went to work with a family friend, who ran the Associated Press bureau in Istanbul, an interesting experience given that the Turks had recently been upset by the release of the movie *Midnight Express*, which painted the country in a less than glamorous light.

Howell began to climb up the journalism ladder, getting his first job with a small publication and then, after doing shift work with the *Financial Times* and the *Daily Mail*, he was hired as a sub-editor with the latter newspaper.

"It was an old-fashioned apprenticeship," he says. "I made coffee for the first six months, before being allowed to touch anything! You had to make enormous jars of the stuff and go around pouring it out. And you had to pay for it. That was how it was done in those days."

Having clawed his way onto the sub-editor's desk, Howell eventually moved to the *Sunday Times*, and worked his way up the hierarchy to become Deputy Sports Editor. The role was more about overseeing and managing the paper's content and less about writing, so when the job of being the newspaper's Formula One and World Championship Skiing correspondent came up, he grabbed the opportunity.

"Ultimately, it was far too cushy a job and very suddenly it became a freelance position rather than a staff job," he smiles, "so that was how I started out as a freelance."

His first F1 race was a baptism of fire – literally – as the San Marino Grand Prix of 1989 is best remembered for Gerhard Berger's huge fiery accident in a Ferrari. He began to find his feet, thanks in part to some of the Italian F1 reporters, who took him under their wing.

Being the F1 correspondent for *The Sunday Times* allowed him to make good contacts in the sport, which was to lead to his next move, inside the teams themselves.

"One day McLaren's Ron Dennis asked me for some advice," he says. "The BBC was planning to do a fly-on-the-wall TV documentary about McLaren and Benetton and he wanted to know if it was a good idea. I told him that, while McLaren was a great team of engineers, they would get murdered in comparison to the more glamorous Benetton team. I suggested going back to the BBC and giving them more access to do a show just about McLaren. They went for it and on the strength of that Ron asked me to work for him, which I did for three years until I was head-hunted by Microsoft's MSN Internet service to help launch the network in 1995."

He spent three years learning about new media and was then lured away to a job with a rival network called *WorldSport*. The bursting of the dotcom bubble put paid to that venture, however, and Howell returned to freelance life, a stint which included teaching journalism at the London College of Printing, and for the National Union of Journalists. Formula One, though, was never far away and an out-of-the-blue phone call soon saw him back in the F1 paddock.

"I got a phone call from Bernie Ecclestone," Howell says. "Mr Ecclestone wanted me to... Well, actually, I'm not sure what he wanted. He simply said: 'We'll work it out as we go along' and that's what happened."

He was in charge of the Formula One group's communications, but before long was editing Ecclestone's short-lived Formula One magazine. It soon led to also working with sports marketing agency KHP, helping to set up the Media Centres for the new Bahrain and Chinese Grands Prix.

Another twist was to come though. In 2005, drinks company Red Bull turned from F1 sponsor to team owner, having bought the Jaguar team and as part of the company's marketing programme, the company was launching a daily F1 newspaper, published at each race circuit and distributed in the paddock to fans. Howell was asked to take on the role of publisher of the nascent *Red Bulletin*. The role lasted four seasons.

Along the way, Norman has written a number of books about motorsport, his favourite being "Driver: Through a driver's eyes, heart and soul", an investigation into the psychology of the modern racing stars.

Now, though, a different challenge awaits, with the FIA, and Howell admits it's an exciting prospect. "I'm looking forward to the new job with the FIA," he says. "It's going to be very interesting, learning about the club network, developing the federation's media activities and keeping up my interest in motorsport." ■

Carlos Ghosn

CHARGING AHEAD

Carlos Ghosn has championed the electric vehicle as a key to future automotive sustainability and, with oil prices skyrocketing, the Renault-Nissan Alliance chairman is pushing ahead with plans to grab the lion's share of a market that he believes will make up 10 per cent of all sales by 2020. "Cars are part of the problem," he insists, "and the car industry must be part of the solution"



Carlos Ghosn points the way forward to an ecologically sustainable future

An electric car in every garage, a charging point in every driveway. Families steering them quietly out onto a clean, ecologically sustainable streetscape. As little as 10 years ago such a notion would have been regarded in some quarters as a quaint echo of the brave new world futurism of the 1950s, a time when the dawning Atomic Age promised the wondrous horizon of a labour-free, machine-enabled existence.

Carlos Ghosn, however, was not such a sceptic. With over €4 billion invested in electric vehicle development in recent years, the Renault-Nissan Alliance chairman, with a mixture of prescience and good fortune, anticipated the evolving landscape of surging oil prices, political instability and ever more clamorous demand for shrinking resources from the developing world and bit the bullet on sustainability. A gamble maybe, but a shrewd one nonetheless.

"There is some risk-taking in every innovation, in every breakthrough," he admits. "But if Renault and Nissan decided to invest €4 billion and to dedicate 2000 engineers in order to design and develop our electric line-up, it is because we knew that the probability for success and the return on investment were on our side.

"Our strategy was based on the aim to reduce CO2 emissions and to offer an alternative to oil in a context of rising oil prices. Cars are accountable for 12% of CO2 emissions and 25% of oil consumption. Cars are part of the problem, and the car industry must be part of the solution. The stakes are even bigger when you consider that the car park is expected to double in the coming 20 years, with the emerging markets pushing up growth.

"And with time, we are more and more confident that our strategy will go beyond our initial expectations," he adds. "When we took our decision on our EV strategy, the barrel of oil was around 80USD. There was no government incentive for zero-emission cars; no strong public awareness on CO2 issues. Time is proving our strategy to be right, and I am more confident than ever that in 2020 10% of cars sold will be electric cars."

It is often said that Ghosn has "bet the farm" on electric vehicles, believing them to be a better choice than hydrogen fuel cells, pneumatic engines and other new technologies. But, while Ghosn is convinced of the merits of electric technology, it forms just a chunk, albeit a significant one, of Renault's sustainability research.

"To reduce CO2 emissions, several technical solutions exist. We do not presume that there is only one that is appropriate," he insists. "Look at internal combustion engines: you have diesel, petrol, ethanol, etc. Therefore, it is fair to think that in the future, various new technologies will coexist. However, such solutions need to be affordable. Piling technology and equipment into vehicles to deal with issues of the environment and energy is not the answer, because most customers are not ready to accept the price tag. We are not running a race for technology, we are running a race for relevant and affordable technologies.

"This is where our EV strategy is so disruptive: we are not developing niche electric vehicles. Our EVs are sold at the same price as their diesel equivalent, with a similar cost of use."

Energy recovery systems are also going to be important. Renault produced KERS in F1 and the Renault Sport division is now going to have more of a research and development role in this respect. Clearly with the right equipment this will help reduce energy use. Just how important can these gains be in road cars?

"There are three solutions to reduce cars' energy use," he explains. "First is to reduce the energy needs, through producing lighter, more aerodynamic cars. Second is to improve the powertrain efficiency, both on the engine side and the transmission side. And, the third is to recover the energy that is lost, particularly during deceleration and braking phase. We estimate that in certain driving conditions we can recover up to 30% of energy for conventional cars. In a few months, our new Energy dCi 130 engine will come with a first step for energy recovery: the car's battery will charge during the deceleration phases. Other energy recovery technologies are under development together with Nissan.

"On electric vehicles, we have already developed a comprehensive energy recovery approach that will, for instance, extend ZOE's range by 30km.

"Working on systems such as KERS for Formula 1 helps us develop technologies and know-how that anticipate serial developments. Even the Twizy has benefited from the knowledge of our Viry-Chatillon Renault Sport F1 Team for the validation of its electric engine!"

Creating the right infrastructure to support electric cars is something that is too big a task for one company. As such, Renault has used a policy of partnerships with governments and retail chains, but the process is long Ghosn concedes. He is, however, convinced that an era of home charging and readily accessible public charging stations is within sight.

"Of course, government support is key to ensuring the success of EVs," he says. "Such support is important not only from the standpoint of infrastructure, but customer incentives are also necessary to promote the competitiveness of electric cars, at least until we reach the proper production scale.

"But, things are moving fast regarding charging infrastructure. Next year, we estimate that more than 50,000 public charging points will be available in Europe, while the sales of EVs will only be starting to surge. But most importantly, our target customers for EVs are the daily commuters – that big majority of people who drive less than 80km a day. These people will only need to charge their car when they come home, during the night, as they do with their cell phones. And our recent tests in Italy show that most of these commuters only need to charge their car every three days." ▶



Ghosn and Renault believe that electric power and a love of vehicles are not incompatible - a theory demonstrated with the swooping curves of the battery-powered DeZir two-seater concept car

Does Renault see vehicle to grid (V2G) power supply being a workable option to help bring down electricity costs and perhaps even reduce the number of power stations in the world?

"Smart grids will be a viable solution, once we see a sufficient number of electric cars on our streets. It will be both a good economic and environmental equation for EV drivers. They will charge their cars during the night, when electricity is priced lower and possibly greener, and sell it back during the day, when the power supply is more expensive and relies more on fossil-fuel."

The difficulty remains though of range and while improvements in electricity storage will progress, it is going to be hard to achieve in a cost-effective way. The Renault boss targets battery swapping and increasing efficiency of batteries as a possible solution, but in concert with EV development.

"It's hard to say what solution will eventually prevail - more technologies will probably develop in parallel. Of course, batteries will keep on improving, become cheaper, lighter, with faster charging capacities and higher range. Battery swap and fast charge allow EVs to have unlimited range, since they can be charged as fast as a conventional car is refueled. Their roll-out will depend on their price, and on customers' expectations for long-range drives."

The goal of sustainable mobility is now forming a lynchpin of Renault's progress. But is the target attainable in anything like a reasonable timeframe?

"Offering sustainable mobility for all is an ambition: there is not a specific moment in time when we will rest and say 'we reached the end of our journey,'" he admits. "It is a permanent aim to do better with more efficient engines, more affordable solutions, greener production plants and supply chain, etc. We are already among the leading carmakers in terms of average CO2/km emissions at 137g in 2010 in Europe. In 2016, thanks to our improved internal combustion engines and thanks to EVs, we should be below 100g/km, which will be way ahead of European regulation."

The interim solution, if it can be called such, is developing more effective conventional engines in addition to the electric cars. But is it necessary evil or fallback position?

"It is neither," he insists. "Most of cars sold in 10 years will still be powered by internal combustion engines. This is why we must improve their efficiency. We need to minimize the impact of the car park, which is expected to double in the next 20 years. In 1993, a Renault 19 could travel 750km without refueling. Today, its successor, Megane, can go up to 1300km. And in four years, it is expected to go beyond 1600km. ►

"This year, we will launch our new Energy 1.6 dCi engine. With its 130hp, it will be the most powerful engine on the market in its cubic capacity bracket, and it will enable our models to reduce their fuel consumption and CO2 emissions by 20%. In May, Scenic and Grand Scenic will be the first MPVs with this level of performance to score under 120g of CO2/km with a fuel consumption of 4.5 litres per 100km, a reduction of one litre compared to current comparable versions."

Renault was profitable in 2010 and Ghosn is a believer that the worst of the economic crisis is over. A move away from the traditional heartland of Europe to sales in emerging market could yet dent the companies' aspirations however. Ghosn, though, feels that the current upheavals in North Africa and the Middle East will not hurt expansion.

"North Africa and Middle East are strategic regions for Renault and Nissan. We have, as you know, several industrial projects there, and these countries represent important markets for the Alliance. We are monitoring closely what is happening, but our projects are not threatened—neither is our outlook regarding market expansion.

"The main issue is the increase in the price of oil and the impact it can have on the economy in general, and on the car market in particular. On the other hand, it will help the EV roll-out by making the economic equation even more favorable for customers."

Low-cost versions of Renault models have sold well in Europe as well as in their intended markets in the developing world. Is this because of the economic crisis, or are people happy with decent quality low-cost cars?

"The factors that drive the success of our M0 range is different between mature markets and emerging markets," he says. "In mature markets, particularly in Europe, the success of Dacia is linked with the global car downsizing that started 10 years ago, much before the economic crisis. The share of spending dedicated to car purchase has decreased by 25% between 1999 and 2008 in Europe. Dacia range is one appropriate answer for drivers who do not look for a fancy car full of useless technologies."

CARLOS GHOSN - FACTFILE

Ghosn is an impressive individual. Born in Brazil, to a Lebanese father and a French mother, he was educated in Beirut and Paris. Ghosn speaks six languages fluently: English, French, Japanese, Arabic, Portuguese and Spanish.

- 1978** Graduates with engineering degrees from the elite Ecole Polytechnique. Joins Michelin working his way up to become the CEO of Michelin North America, restructuring the business after the acquisition of Uniroyal Goodrich in 1990
- 1996** Joins Renault as an executive vice-president
- 1999** Named COO of Nissan. His restructuring of the Japanese company put him into the spotlight to such an extent that he even has a manga cartoon series based on him (pictured right).
- 2000** Becomes president of Nissan
- 2001** Named as Chief Executive Officer of Nissan
- 2004** Added to the 'Japan Automotive Hall of Fame'
- 2005** His successes in Japan propelled him to the role of President of Renault. His work since then has won him worldwide admiration, and an honorary knighthood from the British Government



"In emerging markets, our positioning is rather different," he adds. "In Europe, Sandero is a good alternative to used cars. In Brazil, Russia or South Africa, Sandero is an alternative to long-life cars that are often cheaper. But Sandero allows our customer to drive a robust and recent car, with fuel-efficient engines and modern quality standards.

Expanding in the emerging markets is the current strategy and sport has traditionally been a good way to support that growth. Ghosn remains committed to sport as a brand-building tool.

"Formula 1 builds notoriety and image," he says. "Notoriety, because F1's visibility is far superior to any other sporting competition apart from the Olympic Games: 2.6 billion viewers in 114 countries and 25,000 hours of television time per year. Image, because it conveys images of quality, reliability, performance, expertise and fighting spirit. This is why our involvement in F1 is part of our brand strategy, and will definitely play a role in our international expansion."

What can automobile manufacturers do to help with road safety programmes? Obviously, car safety can be improved and people educated, but are there other ways in which the car makers can help the Decade of Action for road safety?

"We must work on all available levers to make the world's roads safer. Renault is well known for the safety of its vehicles, with 12 Euro NCAP 5-star-rated vehicles, and for its accidentology and biomechanics research. But in practice we are involved in a much wider range of actions to prevent accidents, and minimize their consequences. These encompass road safety management, vehicle safety through active and passive systems, user awareness and driving skills, faster and safer trauma care intervention and so on. Collaboration with all stakeholders is a key success factor to making the Decade of Action effective. Renault, like the FIA, is an active member of the Global Road Safety Partnership, an organization that brings together governments, the private sector and civil society to address road safety issues especially in emerging countries where around 90 percent of all traffic deaths and injuries currently occur."



Ghosn's vision for Renault is to offer sustainable mobility for all through more affordable, efficient greener motoring solutions

AUTOMATIC FOR THE PEOPLE

With congested roads, undesirable emissions and fossil fuels running out, scientists think that our concept of what an 'automobile' is may have to be readdressed. Some believe that the future is computer-guided and pod-shaped.

The Fédération Internationale de l'Automobile exists to represent the rights of motoring organisations and motor car users throughout the world, via campaigns and activities that defend their interests - and to govern global motorsport. These are fairly clear aims. However with new technologies moving at a fast pace, it may soon be necessary to look to the future and define exactly what constitutes "an automobile"; and what becomes of the FIA if the motorcar starts to disappear.

That may sound unlikely given the automobile industry's current predictions for growth, but futurists have different ideas. They believe that the automobile will very quickly become extinct, just as sailing ships disappeared from the oceans as steam-powered vessels developed in the 19th Century.

Technology is surging ever onward, creating new opportunities and with oil running out,

emissions being increasingly undesirable and congestion making urban travel ever more stressful, the dreamers believe that it will not be long before the world starts to switch from the automobile to self-driving Personal Rapid Transit (PRT) vehicles. These are computerised electrically-powered pods - which can be adapted to meet the needs of every individual. They run on guideways, which are often elevated. All PRT stops are located off the main routes, to ensure that traffic is constantly moving so as to achieve the most efficient journey times for every passenger. The traveller buys a ticket which indicates where he wants to go. A reading device at a boarding bay opens the door of a waiting pod. The computer knows where the passenger wants to go and as soon as the door closes the journey begins, with the pod slotting into a suitable gap on the main route. If there is congestion the computers will find an alternative routing, allowing the pods to

travel from point-to-point without needing to stop. The speed averages around 25 mph, which is much higher than can be achieved on normal congested roads at rush hours. The pods run silently on traditional tyres and create zero emissions. When a pod arrives at its destination it stops in a vacant bay, the passenger presses a button to open the door and disembarks. If a number of travellers want to make the same journey the pod can be shared at no extra cost. Multi-stop tickets allow "pod-pooling", so that, for example, different family members might disembark at different destinations at the start of a working day.

As the system runs on elevated guideways there is little interference with existing transportation and PRT stopping bays are small enough to be located inside shopping malls, office complexes, hotels and stations. As no driving is required pods can be used by ▶



people of all ages, allowing such systems to be integrated in the future design of schools, sports arenas and community centres. PRT can also operate 24 hours a day, which means that those who work late hours or who like to stay out partying can always get home. In theory such systems mean no drink driving and no road accidents.

PRT systems can also be adapted to transport freight, which goes from within distribution facilities directly to the customer, with larger enterprises and suburban houses having their own delivery bays.

The futurists argue that this will completely change the design of cities and create compact and village-like garden communities, through which people can walk on paths lined with trees. They believe that old-style shops would be able to compete with supermarkets and that this would create a closer-knit society. Old cities could be retro-fitted with

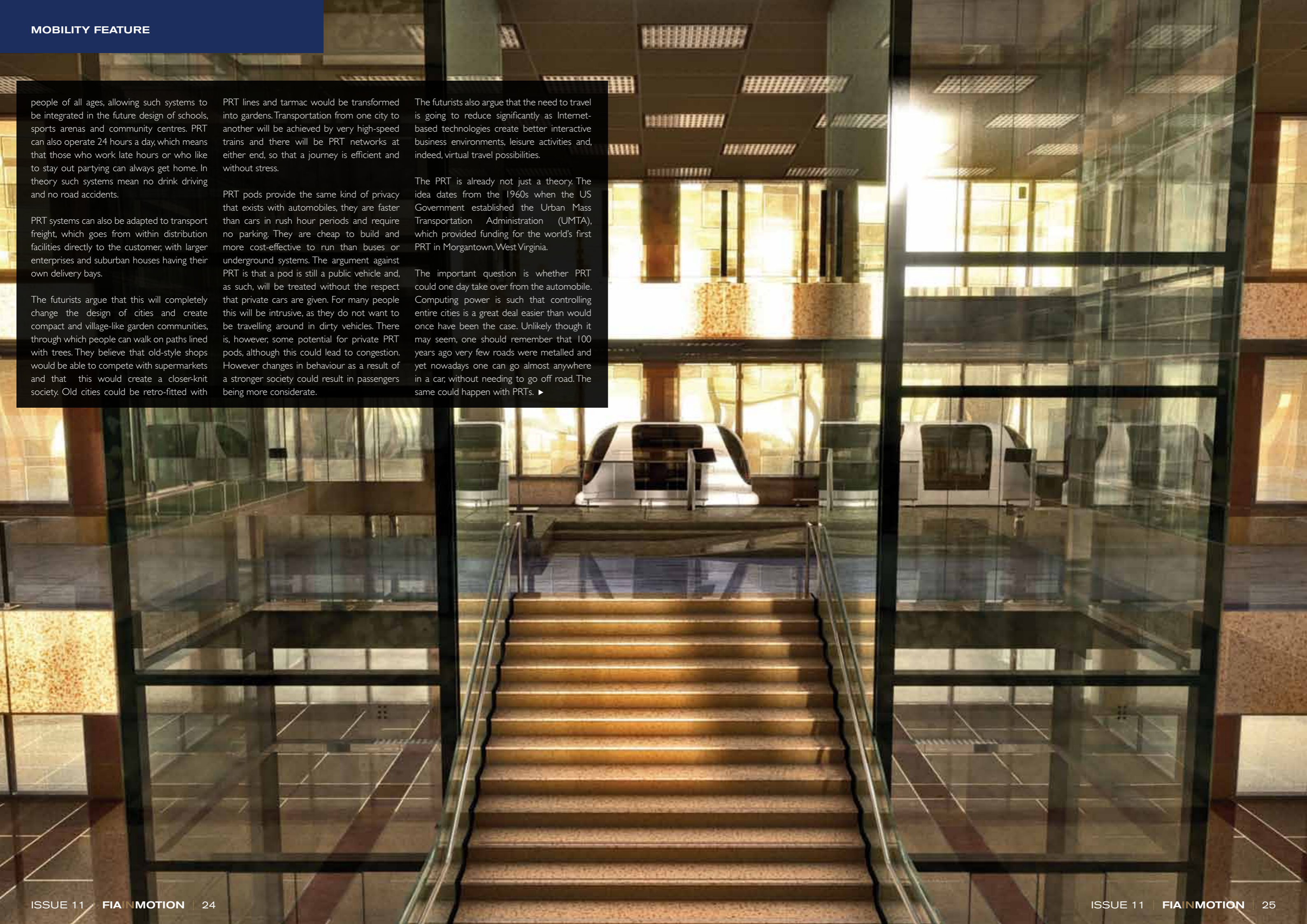
PRT lines and tarmac would be transformed into gardens. Transportation from one city to another will be achieved by very high-speed trains and there will be PRT networks at either end, so that a journey is efficient and without stress.

PRT pods provide the same kind of privacy that exists with automobiles, they are faster than cars in rush hour periods and require no parking. They are cheap to build and more cost-effective to run than buses or underground systems. The argument against PRT is that a pod is still a public vehicle and, as such, will be treated without the respect that private cars are given. For many people this will be intrusive, as they do not want to be travelling around in dirty vehicles. There is, however, some potential for private PRT pods, although this could lead to congestion. However changes in behaviour as a result of a stronger society could result in passengers being more considerate.

The futurists also argue that the need to travel is going to reduce significantly as Internet-based technologies create better interactive business environments, leisure activities and, indeed, virtual travel possibilities.

The PRT is already not just a theory. The idea dates from the 1960s when the US Government established the Urban Mass Transportation Administration (UMTA), which provided funding for the world's first PRT in Morgantown, West Virginia.

The important question is whether PRT could one day take over from the automobile. Computing power is such that controlling entire cities is a great deal easier than would once have been the case. Unlikely though it may seem, one should remember that 100 years ago very few roads were metalled and yet nowadays one can go almost anywhere in a car, without needing to go off road. The same could happen with PRTs. ▶

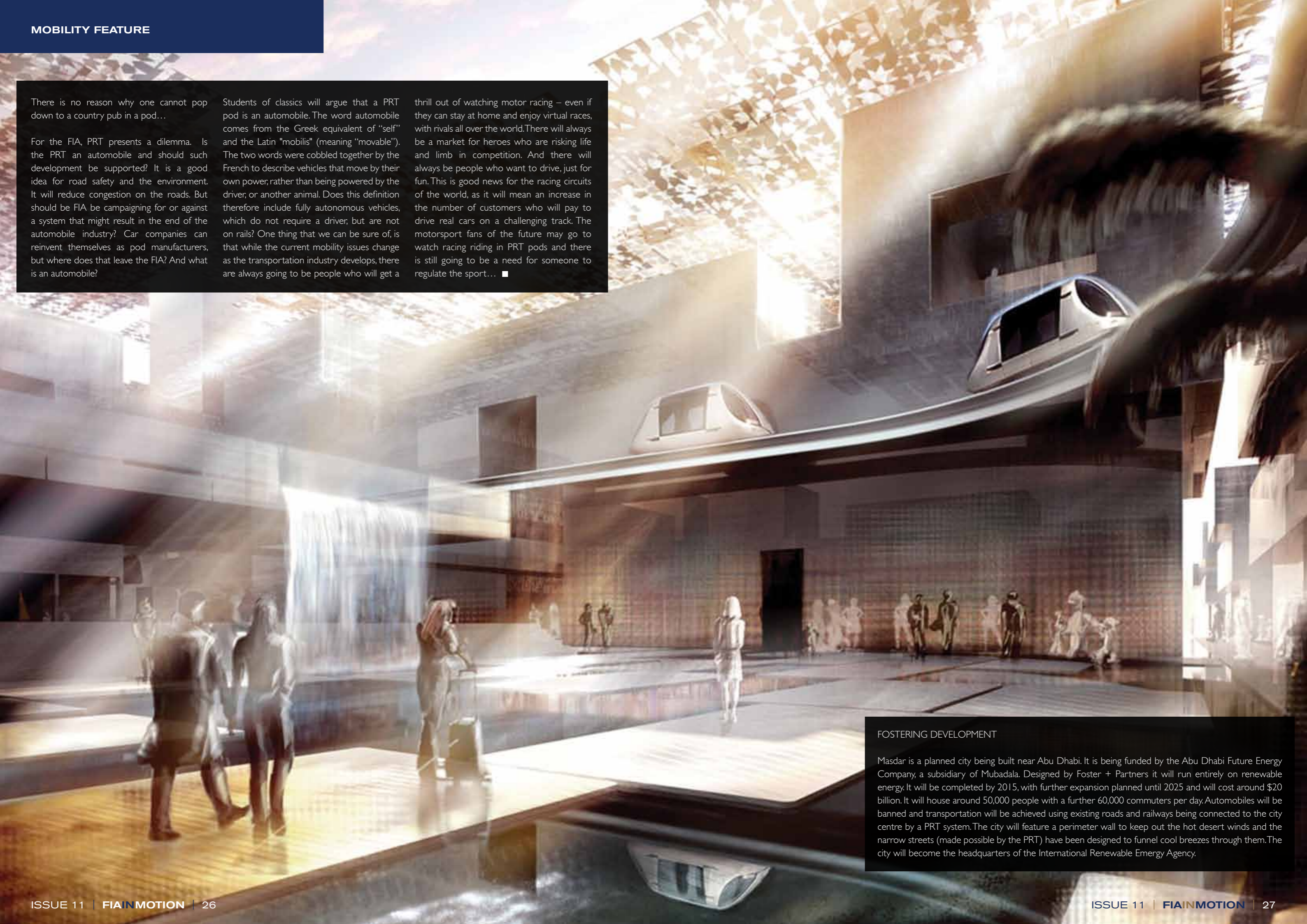


There is no reason why one cannot pop down to a country pub in a pod...

For the FIA, PRT presents a dilemma. Is the PRT an automobile and should such development be supported? It is a good idea for road safety and the environment. It will reduce congestion on the roads. But should the FIA be campaigning for or against a system that might result in the end of the automobile industry? Car companies can reinvent themselves as pod manufacturers, but where does that leave the FIA? And what is an automobile?

Students of classics will argue that a PRT pod is an automobile. The word automobile comes from the Greek equivalent of "self" and the Latin "mobilis" (meaning "movable"). The two words were cobbled together by the French to describe vehicles that move by their own power, rather than being powered by the driver, or another animal. Does this definition therefore include fully autonomous vehicles, which do not require a driver, but are not on rails? One thing that we can be sure of, is that while the current mobility issues change as the transportation industry develops, there are always going to be people who will get a

thrill out of watching motor racing – even if they can stay at home and enjoy virtual races, with rivals all over the world. There will always be a market for heroes who are risking life and limb in competition. And there will always be people who want to drive, just for fun. This is good news for the racing circuits of the world, as it will mean an increase in the number of customers who will pay to drive real cars on a challenging track. The motorsport fans of the future may go to watch racing riding in PRT pods and there is still going to be a need for someone to regulate the sport... ■



FOSTERING DEVELOPMENT

Masdar is a planned city being built near Abu Dhabi. It is being funded by the Abu Dhabi Future Energy Company, a subsidiary of Mubadala. Designed by Foster + Partners it will run entirely on renewable energy. It will be completed by 2015, with further expansion planned until 2025 and will cost around \$20 billion. It will house around 50,000 people with a further 60,000 commuters per day. Automobiles will be banned and transportation will be achieved using existing roads and railways being connected to the city centre by a PRT system. The city will feature a perimeter wall to keep out the hot desert winds and the narrow streets (made possible by the PRT) have been designed to funnel cool breezes through them. The city will become the headquarters of the International Renewable Energy Agency.

WHERE THEORY BECAME REALITY

Morgantown, West Virginia, is a city of around 40,000 people, with a further 30,000 students who attend West Virginia University (WVU) during term time. The city is hemmed in by high ground and so development was not easy and the university had to build a second campus two miles from the original. To begin with there were buses running between the two but this created serious congestion in the downtown area, which lay between the two campuses. In the late 1960s one of the professors in the Industrial Engineering Department at WVU, became aware of the PRT concept and campaigned for the system to be used to solve Morgantown's problems. In the end the Department of Transportation decided to use Morgantown as an experimental PRT site Boeing Vertol was selected to build the vehicles, and the Bendix Corporation supplied control systems. The system includes an 8.65-mile guideway, linking five stations. The system went into operation in 1975 and has operated with good reliability for over 30 years. It carries around 16,000 people a day.

ULTRA SOPHISTICATED

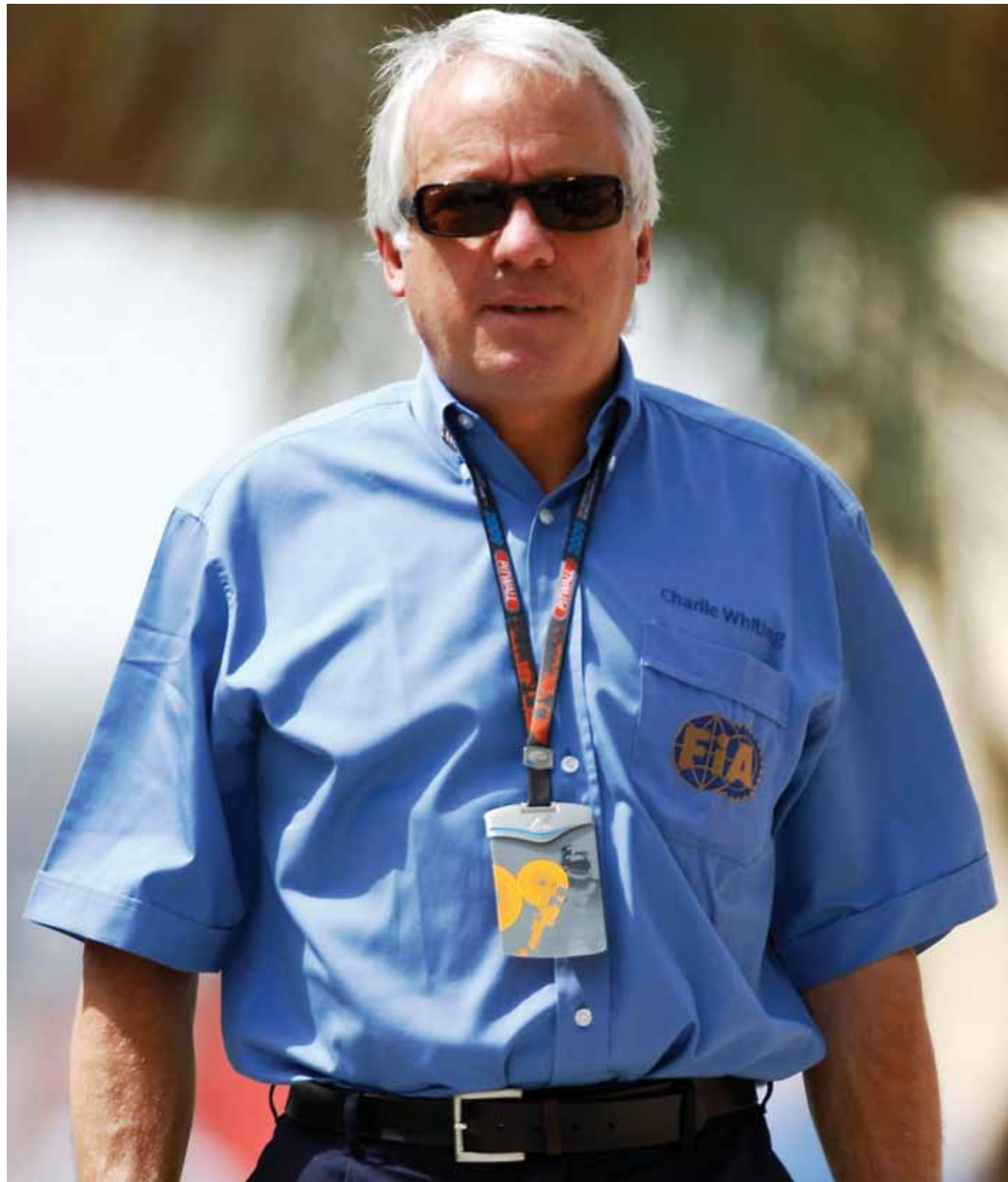
ULTra is a system at London's Heathrow Airport linking the new Terminal 5 to car parks to the north. The system is still undergoing testing but if it is successful when it comes into operation the British Airport Authority will fund expansion of the guideways to include nearby hotels and other facilities.



Charlie Whiting

NEW FORMULA ONE RULES EXPLAINED

The FIA Formula One Safety Delegate runs his rule over the innovatory changes brought in to increase the spectacle for spectators and television viewers worldwide.



One of the biggest changes is not actually in the regulations as such. Bridgestone has left Formula One and Pirelli is taking over as the single tyre supplier. The new tyres are likely to be more aggressive, which will mean that drivers will need to look after their tyres much more than they have done in the past.

The rules include the banning of the 'double diffusers' and 'F-ducts' (driver operated aerodynamic stall systems for the rear wings). There are more stringent load and deflection tests on the front wing, the front of the floor and at a point beneath where the driver sits. There are additional wheel tethers on each wheel. There are anti-intrusion panels around the driver's legs. Gearboxes must now last for five races, rather than the four previously and cars must all qualify within 107 percent of the pole position time.

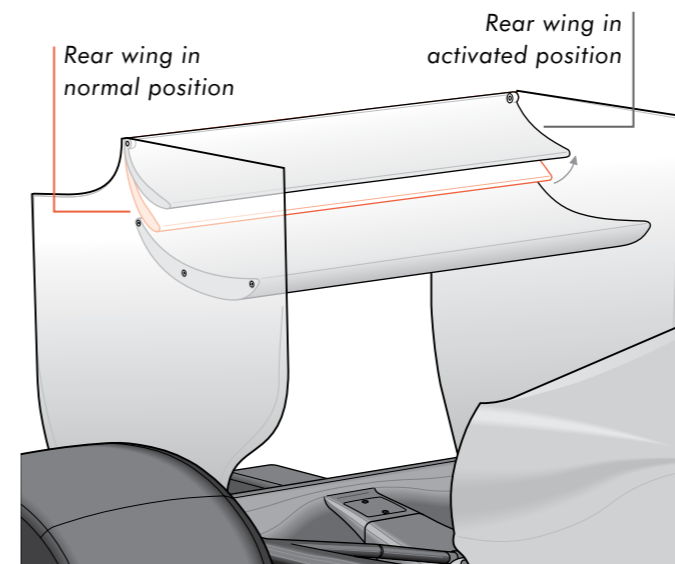
The biggest news, however, is the introduction of a moveable rear wing.

Whiting explains: "There is an actuator in each wing which is under the control of the driver at all times, however, it can only be used when the on-board electronics (FIA ECU) notify the driver that he is authorised to use it.

"Proximity to the car in front will be detected before the straight on which the wing may be activated, if the car behind is less than one second behind (as judged by specially installed timing loops in the track) the driver will be told that his system is 'armed', however, he may only use it when he reaches the designated point on the following straight. This point is likely to be 600 metres before the braking point for the following corner, although this may be adjusted according to data gathered during testing and practice."

So what was the thinking behind the introduction of this new regulation?

Whiting explains: "This was a proposal the teams made to the FIA with the sole purpose of improving overtaking potential, whilst not making it easy. The FIA is always willing to listen to suggestions for improving the spectacle and we have sought a solution which both pleases the teams and the spectators."



Are you not worried this might confuse the spectators?

"There is no reason to suppose spectators will be confused. Operation of the wing as described above is simple, there will be marks (lines) on the track to show the area where proximity is being detected and a line across the track at the point where the drivers whose system is armed may deploy it. Furthermore, the television broadcasters will be sent a signal each time a system is armed and this will be displayed to the viewers."

Are you not sensitive to the comments that Race Control will determine the outcome of the race?

"Race Control can have no influence over the outcome of a race, cars will simply have to get within one second of the one in front, the system will be armed and the driver can use it at the pre-determined point. There is no question of race control being able to intervene."

How will you stop drivers tailgating the leader in order to 'jump' him on the final straight?

"If a car is able to get within one second of the leader entering the last corner of the last lap it is unlikely that he would be able to pass him before the finish line. If a car can get within one second of any other car the driver will have the opportunity open to him, irrespective of their relative race positions.

"It should be remembered that the distance over which the Drag Reduction System (DRS) may be used is going to be tuned with the intention of assisting the following driver, not guaranteeing him an overtaking manoeuvre.

"How will this activation/action affect the speed of the car? It is true that the speed benefit will be around 6/7 km/h or more?"

"From the simulation work done so far the difference between a car with and without the DRS is likely to be in the region of 10-12km/h at the end of the straight."

Have you factored in the issue of reliability? After all, electronic systems do sometimes go wrong?

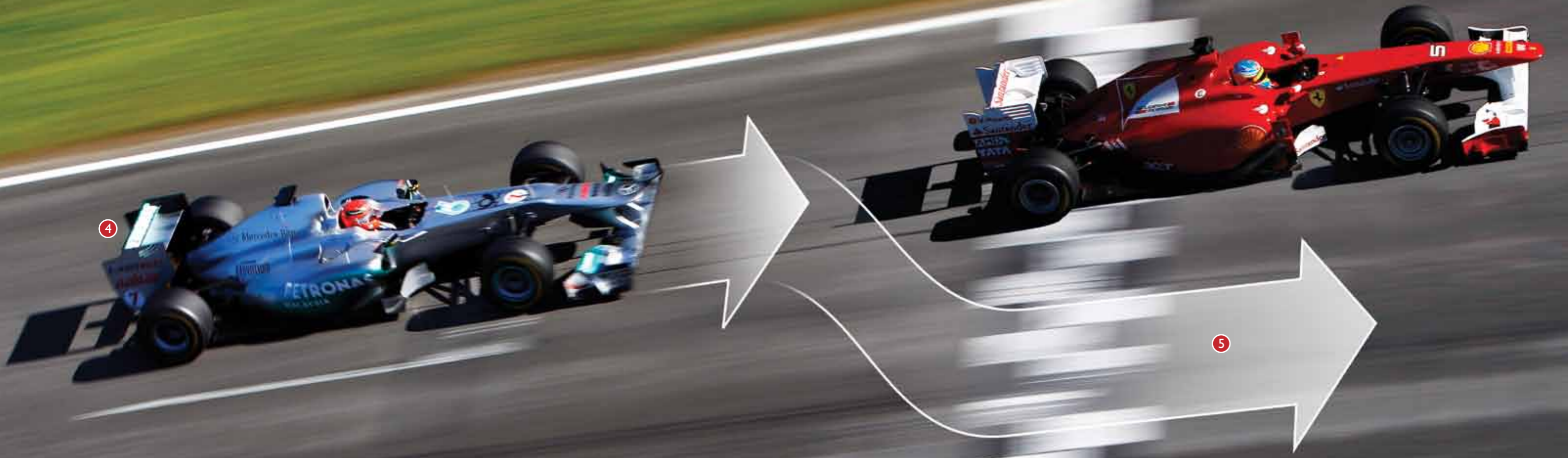
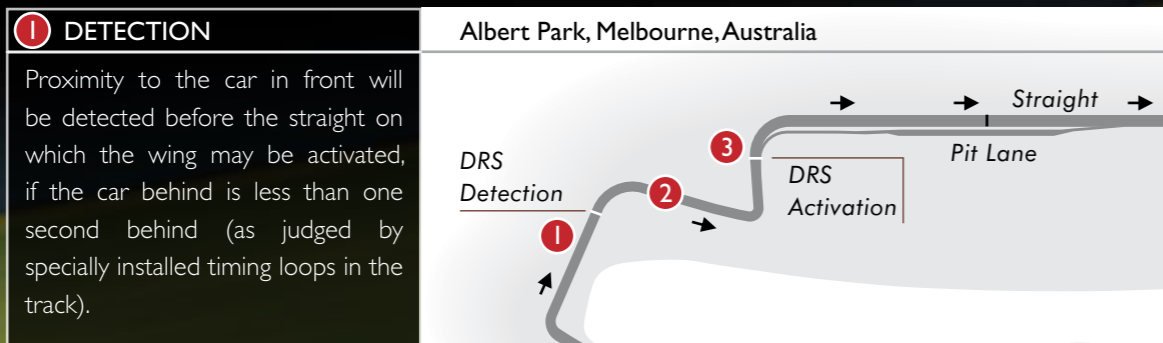
"We have written the software to allow a driver to override the system if, for example, the proximity detection fails for any reason. This would only be permitted if the team had been given a specific instruction to do so from the race director. Heavy penalties would be imposed for unauthorised use."

How does the moveable rear wing affect KERS?

"The DRS will not affect KERS in any way, the latter may be used by all drivers at any time, the following driver of course may use both, they are however independent systems."

How do you think these new rules will affect the handling of the car, and in particular how will the tyres be affected, bearing in mind that Pirelli are in their first season anyway?

"We think it will have little or no effect on tyres as downforce should be at normal levels when the tyres are being loaded laterally." ■



2 NOTIFICATION

Driver will be told that his system is 'armed'. However, he may only use it when he reaches the designated point on the following straight.

3 ACTIVATION

This point will be around 600 metres before the braking point for the following corner, although this may be adjusted according to testing data.

4 OPERATION

There is an actuator in each rear wing, which is under the control of the driver at all times. However, it can only be used when 'armed'.

5 MANOEUVRE

The difference between a car using and not using DRS is likely to be in the region of 10-12km/h at the end of the straight.

FINE-TUNING FOR THE RIGHT FORMULA

With Multiple competing series, high costs and no clear indicator of value, the path to the top of motorsport is a tangled one. The FIA's Single Seater Commission is aiming to plot a new course.



Barry Bland:
helping to build a new
motorsport ladder.

The journey from karting to Formula One used to be easy to understand: you went from Formula Ford to Formula 3, then Formula 2 and ultimately arrived in F1 - if you were good enough. They might have renamed Formula Ford as Formula 4 to make it completely understandable, but that never happened. Today, there is so much clutter in the progression that not only do fans struggle to understand how the ladder works, but drivers no longer know which championship will help them the most.

When Jean Todt became FIA President he wanted to bring some order to the confusion, so that everyone can understand the sport. The best way to achieve this is to create cost-effective formulae that attract the young drivers. Many of the existing championships have budgets that are pushed up either by team owners or promoters, who are simply attempting to turn a larger profit. In some cases, teams are contracted to use specific parts, which are charged at far more than the actual costs involved.

The job of the FIA Single Seater Commission is to create a more sustainable structure to encourage the competitors, rather than allowing others to profit at their expense. The

commission does not seek to put teams out of business, but at the same time they must accept that the future may not be quite as profitable as the past. Prices in motor racing will always be inflationary by nature, as the best teams will always be able to ask higher prices than their rivals. At the same time, if the championships are highly competitive, the teams need the best drivers in order to win, and thus money is not the differentiating factor and the budgets will come down.

The people who write the rules can make a difference. The FIA is not allowed to say that only its championships are allowed, but it can write the rules in such a way as to make them the logical and obvious path for a young driver to take.

The first step towards this was taken with the reintroduction of Formula 2 in 2009. This was designed to develop a low-cost championship to allow young drivers a chance to compete in the highest tiers of motorsport.

To keep costs down, the FIA sought tenders from companies willing to supply chassis and engines at a set price. This was achieved by having the promoter prepare and run the cars.

The technical regulations agreed upon at the time meant that the top drivers in Formula 2 have tended to go to GP2, rather than into Formula 1, but a little fine-tuning could alter that. Similar changes are needed to tweak other FIA formulae, such as Formula 3, where top drives currently cost around three times as much as per season as in Formula 2 racing. The other key question is how to help kart racers move into single-seat motor racing without having to find a budget at least three times higher than in karting.

In order to solve these problems, the Single Seater Commission has been staffed with experienced FIA delegates such as Jo Bauer (from Formula 1) and Carlos Funes (from Formula 2), in addition to technical expert Gilles Simon and marketing man Alexander Gueschir. The remaining role on the commission have been filled by experienced members from sporting clubs from all over the world, including delegates from Australia and Japan.

To find the right balance between the different parties the FIA needed an independent chairman and approached Barry Bland, a man who has been organising races since the 1960s, beginning with the British Automobile Racing



FIA Formula 2
Championship car

Club (BARC). By the time he decided to move on he was staging 40 race meetings a year. In 1971 he joined a new organisation, Motor Race Consultants, the aim of which was to offer race promoters a package of races in exchange for pre-negotiated start money. Those funds were then shared fairly between the competitors, who also benefited from better organisation such as co-ordinated travel, hotel bookings, insurance and repatriation when it was required.

Bland took over the company soon afterwards and in the years that followed took a variety of different series to tracks all over Europe, in addition to putting together such competitions as a Temporada Formula 2 Series in South

America and a sports car series in southern Africa. In 1983, Bland became the organiser of the Macau Grand Prix, a role he still holds today. He also runs the Masters of Formula 3 event at Zandvoort each year. One of the first tasks of the new commission is to institute a new Formula 3 International Trophy, which will be launched this year, combining six existing events into a 10-race series, to increase the appeal of Formula 3 and to help develop the international careers of the young drivers involved.

Drivers who are registered to take part in a full season of a Formula 3 national series are eligible and the three highest-placed drivers in the final overall classification will qualify for a Formula 1 Super Licence.

Devising a new championship to attract the best kart racers is a work in progress, with current discussions centering on the best technical regulations, taking into account the right levels of safety and cost. Although it is yet to be decided what this would be called and how it will be structured, it is possible that this will become Formula 4.

"The commission is going to consider everything from the sporting and technical regulations to safety matters and the question of how to ensure a future for single-seater racing," Bland says. "The first thing we want to do is to create a series that will cost about the same as top level karting to help young drivers take the leap into cars." ■



An entry level single seater formulae car popular with young drivers looking for experience of open-wheel racing



Formula Three cars in action at Silverstone circuit

MOTOR SPORT ON THE ROCKS...

At Madonna di Campiglio in the Italian Alps in January, fans who turned up to watch the annual Wrooom! event, were treated to an extraordinary display: a Formula One Ferrari being driven on ice.

It had been done before on a frozen lake in Sweden, but this was with an audience. At the wheel was Luca Badoer, the highly-experience Ferrari test driver. But even he had his work cut out, keeping the car in a straight line – despite a pair of very special studded Pirelli F1 tyres...

A lot of people think that motor sport stops for much of the winter in Europe. The big championships in the Northern Hemisphere tend to run between March and November, but other forms of competition never seems to stop. For 100 years the Monte Carlo Rally has been a highlight of the winter months, with the difficult weather conditions in January providing car manufacturers with a

good test for their machinery – and a lot of good publicity for the winning cars.

These days there is another popular another form of competition that is breaking new ground, and attracting big names: the Trophée Andros, France's national ice racing championship – a series which is best known for its sideways style of driving. If you are not looking out of the side window when you are going round a corner, you are not doing it right.

This year was the 22nd Trophée Andros and it continues to go from strength to strength, with four-time Formula One World Champion Alain Prost nowadays a big player in the ice

racing world, and still competitive at the age of 55. The Frenchman won the Trophée in 2007 and 2008 with Toyota, but has since switched to the Dacia marque, which is owned by Renault. He campaigns a Dacia Duster.

This year his competition has included another former F1 World Champion, Jacques Villeneuve, who has been racing a Skoda, along with Monaco Grand Prix winner Olivier Panis, and other F1 names such as Romain Grosjean and Franck Lagorce. The star names do not always win as the ice racing specialists, such as Jean-Philippe Dayraut, Evens Stievenart and Bertrand Balas, can often show the Grand Prix drivers the fastest way to sideways. ▶



F1 driver Luca Badoer feels the heat as he tries to keep his cool driving a Ferrari Formula One car on snow and ice

The Trophée dates back to 1990 when Max Marners, a double French rallycross champion, formed a partnership with Frédéric Gervoson, a businessman who was keen to promote his Andros jam-making business. The two had met at rugby matches in the south west of France and discovered that they shared a passion for racing on ice as well. Marners proposed the idea of creating a French series and Gervoson agreed to sponsor it. The result was a championship of four races in 1990, which grew to seven by 1992. It has remained popular ever since and even tried transatlantic expansion in 2003-2005, with a race at Sherbrooke in Canada.

The venues are keen to host the events as they provide coverage for the ski resorts and to spread the word the series has visited the Stade de France stadium in Paris on a number

of occasions, with hundreds of tons of ice being trucked in to create a suitable circuit.

It is not just spectacular; in recent years the Trophée Andros has been leading the way in motor sport technology and launched the very first electric racing car championship at the beginning of 2010, although work had begun on the project three years earlier than that with the development of the Andros Car 01 by Exagon Engineering, a successful Trophée Andros team, led by engineer Luc Marchetti. The car was a lightweight chassis, powered by two 45kW Siemens engines, which produced 120hp. The batteries were large and heavy, but this was not too serious a problem because the Trophée Andros races tend to short. The engineers had to cope with the challenges presented by sub-zero conditions, which meant that the batteries did not perform as well as they would have done at warmer temperatures, but

the challenge produced better results and last year Marners launched the Andros Car 03, a development of the original prototype, and the championship was launched. The Trophée Andros Electric ran alongside the main Trophée and has included some interesting marketing features, notably naming the identical cars after the primary sponsors, so that the first champion, Nicolas Prost (son of Alain) was driving a Pilot, named after the Japanese pen-maker that supported him. This year's field in the Trophée Andros Electric included some impressive names, notably Lagorce, Loïc Duval, Stéphane Ortelli and Soheil Ayari, but young Prost beat them all again...

Exagon, incidentally, has used the technology it has developed to introduce its own road-going electric sports cars, the Furtive e-GT, which boasts a top speed of 155mph. ■



From left: five-time F1 World Champion Alain Prost; Former F1 driver Franck Lagorce; double French Rallycross Champion Max Marners; 1996 Monaco Grand Prix winner Olivier Panis; and former F1 driver Romain Grosjean.



Competitors drift on the ice in the Trophée Andros Electric



Sliding into contention: drivers come into close contact in one of the support races



Looking through the side window as you go around a corner is the way forward in ice racing



F1 legend Alain Prost demonstrates perfect ice racing technique



Drivers line up to compete in the Trophee Andros Electric



1997 Formula One World Champion Jacques Villeneuve (left) and former F1 driver Olivier Panis discuss the finer points of ice racing



The main event gets under way in the Trophee Andros Ice Racing Championship

Jacob Bangsgaard, Director General, FIA Region I

WORKING ACROSS CONTINENTS

Newly appointed Director General of FIA Region I, Jacob Bangsgaard is responsible for mobility activities in Europe, Africa and the Middle East. With 100 clubs to support it's a huge task, but one he's relishing.



A Danish national, Jacob Bangsgaard comes to the position with 19 years experience of working in Brussels on transport and mobility issues. Most recently, he worked as Director of International Relations in the FIA Foundation where he was responsible for deployment support and global campaigning for vehicle safety technologies. His prior experience includes work on intelligent transport systems with ERTICO - ITS Europe in emerging markets such as China, India, Russia and Brazil as well as work for the European Commission.

Looking to the future, Bangsgaard identifies his three top priorities as providing strong representation of European member club interests towards the European Union institutions, building up the FIA Region I links between its member clubs, and launching new campaign activities together with the clubs throughout the region.

Operating in an increasingly global environment, the FIA's decision to strengthen the Region I office was a necessary one, says Bangsgaard: "FIA Region I currently brings together close to 100 member clubs across Europe, Africa and the Middle East. This is a huge area and keeping up with the wide-range of club activities can be a challenge, especially as each sub-region has different needs and priorities. In the first months I have been visiting our members in Syria, South Africa, the Netherlands and Germany to learn more about how we as FIA can support the activities in Europe, Middle East and Africa. We must use the experience of successful clubs as good practice examples for the rest of the clubs to benefit from. We are doing this today through channels like our Middle Management workshops and the Learnership Programme".

As might be expected, the European Office makes up the largest percentage of Region I activities, with 71 clubs representing more than 35 million motoring consumers. The priorities of

the European clubs are quite different to those of the African and Middle Eastern clubs, explains Bangsgaard: "The focus in Europe is on the representation of our European member clubs towards the European institutions. Over the last 20 years, since the coming into being of the European Single Market, it is increasingly at the European level that key decisions of concern to our members are made, for example on road safety, consumer protection, environmental protection and the promotion of sustainable motoring. With the African and Middle Eastern clubs, the emphasis is more on exchanging best practices and supplying information when necessary from our experiences in Europe".

"Our priorities in Europe, however, are often the same as those in other parts of the world. For example, last month I travelled to Johannesburg for a meeting of the FIA African Council of Touring & Automobile (ACTA) where clubs looked at areas for future cooperation and discussed future business challenges they face. Safety, the environment, and tourism were all top priorities – as they are in Europe and the Middle East. It is in these areas that the added value of working as a large Region can really be seen."

With the European Commission launching this spring a 2050 low-carbon roadmap, an energy efficiency action plan and a white paper on transport, Bangsgaard believes it is the FIA's motoring and touring clubs which are best placed to tackle new mobility challenges: "The motoring and touring clubs in Europe draw on a great depth of experience and knowledge gained as a result of dealing daily with the mobility concerns of their members. They are involved in a wide range of technical and educational development programmes, product and infrastructure testing, field research, the operation of a technical testing laboratory as well as driver training centres. Thanks to this they operate at the cutting edge where innovative solutions can be found for the benefit of consumers. As the voice of

Europe's motoring consumers, the FIA will fight for a European transport policy that is solid, reality-tested and long-term oriented in order to successfully tackle present and future challenges."

A key concern for the clubs is the issue of road safety. Later this year, a series of events is taking place worldwide to mark the launch of the 'UN Decade of Action for Road Safety 2011 - 2020'. Bangsgaard, who is also the Secretary General of eSafetyAware, a non-profit association of which the FIA is an active Member, says that this will be a key priority for FIA Region I this year: "Working with the eSafety Challenge project and the FIA Foundation, eSafety Aware will be marking the launch of the Decade of Action with a high level event in the European Parliament in Strasbourg on May 11, 2011. Seven-time Formula 1 World Champion Michael Schumacher and the President of the European Parliament, Jerzy Buzek have already offered their support to this event. On the same day, FIA Region I clubs are planning eleven other parallel events across Europe, Africa and the Middle East to mark the campaign launch. We see this campaign as a great opportunity to work closer with our clubs and to improve something as important as road safety."

Speaking of his appointment to the new role as FIA Region I Director General, Bangsgaard is looking forward to the challenges ahead, saying: "While the FIA is known by most of us for motorsport governance, many forget that on the mobility side it is a key stakeholder in policy-making. FIA Region I is there to protect millions of consumers through our members. Working across continents, we can best learn from our shared experiences and exchange of information. There are far-reaching challenges ahead for the mobility sector with regard to consumer protection, safety and our environment – issues which we cannot take for granted as they will have an impact on all of us in our daily lives, no matter where you live. I am extremely motivated to work on these challenges." ■

CARS 21 HIGH LEVEL EU GROUP RE-LAUNCHED



In November FIA President, Jean Todt, joined six European Commissioners, nine Ministers from Europe's major car producing Member States, as well as other chief executives from the automotive industry at the first High Level Group (HLG) meeting of the re-launched CARS 21 (Competitive Automotive Regulatory System for the 21st century) process.

Jacob Bangsgaard, Director General of FIA Region I, has been appointed to the "Sherpa" group, which will coordinate and prepare the groundwork underpinning the HLG's Report due in 2012. Experts from within FIA and FIA clubs in Europe are also contributing to the technical working groups busy with detailing the challenges to be met in four key areas: Innovation, infrastructure energy supply and use; trade and international harmonization; industrial, social territorial aspects of competitiveness; and internal market, emissions and CO2 policies.

The FIA Experts contributing to the CARS 21 Process include Bernard Niclot, Wilfried Klanner, Caroline Ofoegbu and Luca Pascotto, while club experts include Björn Dosch, Dr. Reinhard Kolke and Claudia May (ADAC), Tim

Shallcross (IAM, UK) and Max Long and Mario Rohrer (OAMTC).

The CARS 21 objective is to formulate specific recommendations for European and national policy makers to ensure that Europe's automotive sector remains competitive and capable of exploiting global opportunities both at home and on overseas markets in the face of current challenges. FIA, a founder member of CARS 21, has played a key role since the HLG's establishment in 2005 as the voice of the mobile consumer, calling for ever high standards of vehicle safety and environmental protection as a result of the FIA's cutting edge work in both fields over the past decades.

European environmental goals of achieving a sustainable, innovative "low carbon economy" by 2050 and a "decarbonised transport sector" by 2020, not to mention a safety goal of a 50 per cent reduction in road fatalities annually, form the challenging framework within which CARS 21 must define the roadmap to ensure a competitive European automotive sector that remains "a jewel in the crown" of Europe's industries. With the European Commission currently busy overhauling its

approach, policies and funding objectives for transport, climate change, trade and research, development and innovation, the FIA's priority will be on finding the right formula to ensure the needs of mobile consumers remain at the heart of the debate on new technologies for safer, cleaner cars.

To achieve a mass market for innovative fuel and motor technologies, especially electric mobility some very real technical breakthroughs are still needed as well as perceptual changes regarding car usage. Surveys conducted by FIA automobile clubs show that while many members are willing to consider electric vehicles, they are not prepared to pay significantly more for them. The FIA will stress the need for better consumer information detailing the total cost of ownership of all available options as well as the putting in place of the necessary infrastructure needed for refuelling. FIA also will insist that eSafety technologies continue to be a competitive edge for European car makers.

The CARS 21 Group is expected to adopt an interim report by the end of June 2011 and issue a full report in spring 2012. ■

EMOBILITY IS THE KEY WORD



Electric vehicles, for so long an unfulfilled goal of the automobile industry, are increasingly being talked of as the industry's future. Several new products are due to enter the market in the coming months, from the micro-hybrid technology already available in some models to full electric cars, encompassing many hybrid electric technologies in between.

This trend has been spurred by action at the European level. The challenges of climate

change, energy security and increasing oil prices prompted European politicians to set stringent targets for the reduction of CO2 emissions by 20% by 2020 in comparison to 1990 levels. In response, car manufacturers have become more inventive, opening up new technological innovations in areas such as batteries which have made electric vehicles increasingly viable.

Ahead of a new European Commission White Paper on the future of transport to be released

this spring, the Brussels based FIA Region I office has prepared a new policy paper highlighting that 'eMobility' – a term referring to vehicles which rely on plug-in electricity for their primary energy – is the keyword dominating debate. The paper concludes that the deployment of eMobility will depend not only on the specific technologies that will be adopted, "...but on the ability to organise and manage operations of a complex landscape of players: car manufacturers, battery producers, mobility service providers, energy suppliers and distributors, and institutions."

On the likelihood of consumer uptake of electric vehicles, Luca Pascotto, Mobility Director for FIA Region I, says "Demand for low carbon vehicles will depend on several factors, for example: the sensitivity of oil price, the diffusion of a recharging stations network, the cost of batteries and the user-friendliness of new technologies," while adding that "For consumers, the move from a conventional car to a more electrically based mobility is not an automatic shift, particularly if users are not actively involved in the process and if they are not assisted in understanding the meaning and advantages of these new technologies."

The FIA Region I emobility paper is available at www.fiabrussels.com ■

ECO-DRIVING: FROM WISHFUL THINKING TO ACTION!

Eco-driving is on the environmental agenda of most governments and international institutions, but few road users today have actually ever received eco-driving training. In most countries, being familiar with the principles of eco-driving is simply not a requisite to obtain a driving license. ECOWILL, "Eco-driving Widespread Implementation for Learner Drivers and Licensed Drivers" aims at redressing this situation. Financed by the European Commission's "Intelligent Energy Europe Programme", ECOWILL was launched in May 2010 by the Austrian Energy Agency and a large consortium of European organisations including the FIA.

The programme aims to reduce carbon emissions by up to 8 Mt by 2015 through the promotion of more eco-driving across Europe. To

reach such an ambitious target, the project will roll out short eco-driving training programs for both licensed and learner drivers in 13 European countries. Golden rules of eco-driving include: anticipating the traffic flow, maintaining a steady speed at low RPM, shifting gears up early, checking tyre pressures frequently, and avoiding dead weight and aerodynamic drag (by removing heavy objects and unused racks, etc.).

ECOWILL promotes the education of ecodriving for learner drivers by pushing for its integration in driving schools' curriculum and in driving licence tests. ECOWILL also works on standardising the contents of eco-driving courses, and certifying trainers to provide such courses. Through all these activities, ECOWILL plans to reach 10,000,000 learner and novice drivers across Europe.

Thanks to its impact on fuel consumption and maintenance costs (brakes, tyres, etc.) and lower exposure to road risk, eco-driving is both a cheaper and safer alternative for motorists, which means that one needs not be particularly 'environmentally minded' to draw benefits from it. In environmental terms, however, eco-driving is important as it narrows the gap between the real world and 'test-cycle driving': test cycle emission figures are published by manufacturers and supposed to represent the typical usage of a car; however these figures are typically lower than the emissions produced in real life driving, and motorists need to be made aware that their driving style also has a significant impact on fuel consumption and the emission of pollutants. For more information visit the newly launched ECOWILL website: www.ecodrive.org ■

FIA INSTITUTE NEWS

MOTOR SPORT MEDICINE GUIDE LAUNCHED

Medicine in Motor Sport is a new publication that provides trackside doctors and personnel with an in-depth understanding of dealing with a range of motor sport medical issues.



The FIA Institute has launched Medicine in Motor Sport, a publication that provides medical personnel with an in-depth understanding of a broad range of topics from medical infrastructure at motor sport

events to extrication techniques and advice on dealing with motor sport-specific injuries. Intended for use in motor sport events from karting to Formula One, Medicine in Motor Sport presents safe, accepted approaches for

the trackside treatment of motor sport trauma patients.

The 250-page book, edited by Formula One Medical Rescue Coordinator Professor Gary Hartstein, brings together medical and motor sport expertise from more than 20 contributors.

Prof. Sid Watkins, FIA Institute President, said: "The goal was to provide a guide wherein the practitioner of motor sport medicine could find guidance when in doubt, clarification when perplexed, and we hope, pleasure in reinforcing or renewing his or her knowledge and skills."

The book is split into two parts. The first part, entitled The Motor Sport Environment, provides an overview of the organisation of motor sport, the role of the FIA, the Medical Commission, circuit procedures, racecar types, driver equipment, and the role of the Chief Medical Officer:

The second part, Motor Sport Medicine, outlines detailed medical guidance for all types of accidents and injuries. This includes extrication and primary survey procedures, as well as guidelines for numerous injuries including thoracic injury, abdominal trauma, head injury and spinal trauma.

As well as distribution in hard copy, the publication is being produced as an application for a variety of mobile phone and tablet devices. This will allow the content to be regularly updated in line with the latest medical developments. To download a copy of the guide visit: www.fiainstitute.com ■

FIA INSTITUTE APPOINTS DIRECTOR OF SUSTAINABILITY



consultant for Hedmark county and seven district councils in the region. The role involved dialogue with energy companies, car importers, politicians, environmental protection organisations and development communities dealing with renewable energy and other modern technologies. Over the last two years Wiger has been involved in the Norwegian Zero-rally, one of the world's largest events using 'zero-emission' vehicles (hydrogen and electric power), which are run over an 800km course from Oslo to Stavanger.

Wiger will build on the work done by Gus Glover who was formerly responsible for the Institute's Sustainability Programme. Following Wiger's appointment, Glover has been promoted to a new position as the Institute's Director of Policy. The new role will utilise Glover's extensive background in the field of policy development and communication.

A graduate of the London School of Economics, Glover started his career in Brussels occupying a range of EU Public Policy positions both within the European Institutions and for external public affairs organisations. In 2006 he joined the FIA European Bureau focusing on road safety and environmental policy issues. He then moved to Paris to take on the role of Communications and Policy Manager, where amongst a number of achievements he developed and coordinated the FIA's highly successful global environmental campaign Make Cars Green. He was also the Secretary of the FIA's Environmentally Sustainable Motor Sport Commission which was tasked with the development of FIA policy for sustainable motor sport under the Chairmanship of Peter Wright.

In 2010 Glover took on the full time Institute role of Head of Sustainability, founding the Institute's Sustainability Programme. In his new role he will be responsible for the FIA Institute's policy strategy across all its programmes.

Richard Woods, FIA Institute Director General, said, "Since his recruitment to the FIA in 2006 Gus has demonstrated an impressive range of policy management skills. Gus joining the Institute in a full time capacity has immensely strengthened our management team for the future and he more than deserves the promotion to this new strategic role." ■

The FIA Institute aims for rapid progress of its sustainable motor sport programmes following the appointment of environmental expert Even Wiger as its new Director of Sustainability.

Wiger has extensive experience in developing sustainable motor sport programmes and dealing with environmental challenges in rallying and racing.

Richard Woods, FIA Institute Director General, said: "I am delighted to welcome Even to the Institute and look forward to rapid progress for our sustainability projects under his management. It's rare to find someone who shares such an in depth management knowledge and experience of motor sport as well as environmental issues."

In recent years, as Managing Director of Rally Norway, Wiger has helped achieve the highest environmental standards for the event. He implemented a number of environmental initiatives to turn it into a completely carbon neutral rally and achieved environmental

certification, based on rigorously established standards. Following this, the Rally was selected alongside other major sports events to join the UN's Climate Neutral Network, an initiative led by the United Nations Environment Programme to promote global action and involvement towards low-carbon economies and societies.

In addition to this work, Wiger led the Environment Division of Norwegian ASN Norges Bilsportforbund and has had responsibility for all environmental, political and strategic work within every branch of motor sport in Norway. Wiger has also worked as an environment and climate consultant for Norway's leading race circuit Vålerbanen and conducted consultancy work for the Norwegian Sports Association, the country's official sports organisation and governing body.

Away from sport, Wiger has worked as a managing director in the steel industry, tasked with implementing ISO 14001 environmental certification programmes in the sector. More recently he has worked as an environmental

DRIVERS CHOSEN FOR FIA INSTITUTE ACADEMY

Following a tough selection process, 12 drivers from around the world have won a place on the FIA Institute Young Driver Excellence Academy.

The FIA Institute has chosen the first 12 drivers to take part in its inaugural Young Driver Excellence Academy. They are now participating in a season-long training programme led by former Formula One star and Le Mans 24-Hour winner Alex Wurz and 2001 World Rally Champion co-driver Robert Reid.

The candidates, from both race and rally disciplines, had been nominated by their FIA-affiliated national sporting authorities (ASNs) and narrowed down to the best 18 in pre-selection by the FIA Institute. A three-day Selection Event in Melk, Austria would determine the final composition of the Academy.

The driving elements of the selection event included tests on smooth driving skills, car control, consistency, driving ability and a pursuit-style knockout competition. The non-driving assessments included interview and presentation, media skills, teamwork, psychological profiling, and fitness.

Following an exceptionally high level of performance demonstrated by all participants in the Selection Event, 12 drivers were chosen: Kevin Abbring (21, Netherlands); Paul-Loup Chatin (19, France); Albert Costa (20, Spain); Alon Day (19, Israel); Philipp Eng (20, Austria); Robin Frijns (19, Netherlands); Timmy Hansen (18, Sweden); Egon Kaur (23, Estonia); Andreas Mikkelsen (21, Norway); Alexander Rossi (19, US); Richie Stanaway (19, New Zealand); and Stoffel Vandoorne (18, Belgium).

Over the next nine months, the drivers will attend six workshops of between three

and five days each at different locations in Europe. The driving elements include development of technical skills, safety training, attitude and awareness. The human performance aspect will feature physiology, psychology, nutrition, media skills and career management.

Wurz is running on-track activities through his company, Test and Training International. TTI has schooled more than 2.8 million road users in safety and track training. Robert Reid is leading the off-track activities through his company, Elite Sports Performance. ESP has been a training service provider to the FIA, working most recently on the Pirelli Star Driver scheme.

Richard Woods, FIA Institute Director General, said: "This has been an incredible story for the FIA Institute. We started with a process that was open to drivers across





FIA INSTITUTE LAUNCHES QUARTERLY JOURNAL



the world. After an exceptional response from the National Associations, 18 were picked for the selection process in Austria. From those 18, 12 will go forward.

“But there really are no losers. Those who weren’t successful have spent three days with world-class competitors and coaches and have learnt a huge amount. Now we look ahead to our first year with the FIA Institute Young Driver Excellence Academy. The drivers will spend a lot of time with Alex and Robert throughout this season, learning more about car control, fitness, psychology and, of course, road safety.”

The Academy’s main goals are to prepare young drivers to compete at the pinnacle of the sport, to improve racing and road safety skills, and to promote the principles

of safety, fairness and responsibility on-track and off. The Academy will also involve future stars in an important road safety message. The programme is fully funded by the FIA Foundation and managed by the FIA Institute as part of the Motor Sport Safety Development Fund’s Young Driver Safety Programme.

“This has been 18 months’ work and it’s all come off,” said Wurz. “The selection event exceeded all our expectations. At the same time we’re not losing sight of the core principles of the FIA Institute: to educate and train these guys in the area of road safety. We’re making them better drivers on the track and safer drivers on the road.”

The first Academy workshop was run from February 26 to March 1 in Edinburgh,

Scotland. The workshop focussed on fitness, with a programme tailored to each of the 12 drivers’ individual needs. They examined body composition, movement screening, core and neck muscle endurance and included a running test to scrutinise blood lactate and heart-rate response.

The drivers underwent both temperature extremes; working outside in February in Scotland with temperatures close to zero, while the university’s heat chamber offered 40 degrees and high humidity. In addition to the physical work, there were further classroom-based tasks to complete as a follow-up from the profiling at the Selection Event.

This was followed by a second workshop in Chamonix, France on 1-5 April. ■

The FIA Institute has launched Institute Quarterly (IQ), a new global publication that takes an intelligent look at the latest and most pressing issues across motor sport and motoring.

IQ has been developed to appeal to the most innovative and creative thinkers in these industries. Offering insight into the pioneering work undertaken by the Institute itself, IQ also provides a unique forum for informed debate and exclusive content.

The launch issue takes a behind-the-scenes look at the construction of India’s new Formula One circuit in New Delhi. Under the ever-watchful eye of Institute fellow Charlie Whiting, Formula One’s newest venue will

have to meet some of the toughest safety standards in the world.

Elsewhere, IQ examines why the engineering excellence synonymous with Formula One and elite motor sport provides the ideal hot house for technology innovation and transfer. As the Institute expands its programmes to encompass sustainability and environmental best practice, Peter Wright, Ulrich Baretzky and Richard Parry-Jones explore the role motor sport can play as a catalyst for change in the automotive sector.

The centrepiece of the issue is a special report on the Institute’s new Young Driver Excellence Academy. As part of the FIA Foundation’s Motor Sport Development Fund, the Institute is

coaching 12 of the world’s most promising young circuit and rally drivers in every area from safety awareness to physical and mental fitness. Not only are they being mentored by the universally respected Alex Wurz and Robert Reid, but each one of the drivers will become ambassadors for the Institute as their careers progress.

It is through highlighting such initiatives that IQ aims to champion the important work across motor sport and motoring that matches the Institute’s core values of safety, sustainability, innovation and excellence.

IQ is only available in hard copy. For further information or to apply for a subscription, visit the new dedicated website: www.institutequarterly.com ■

FIA FOUNDATION NEWS

KENYA'S ATHLETES SUPPORT UN DECADE OF ACTION

Kenya's world leading athletes are showing their support for the UN Decade of Action for Road Safety by wearing the 'Tag', the official symbol for the 10 year effort to save millions of lives on the world's roads.

Kenya's star competitors will wear the yellow road safety Tag when competing at international events



Competing athletes display the UN Decade of Action for Road Safety tag on their running vests

Kenya's world leading athletes are showing their support for the UN Decade of Action for Road Safety by wearing the 'Tag', the official symbol for the 10 year effort to save millions of lives on the world's roads.

In a joint initiative between governing body Athletics Kenya and the FIA Foundation in its role as organisers of the UN Decade launch, the national athletics team has given its backing to a global effort to improve road safety and reduce the death toll from road crashes.

Athletics Kenya launched the endorsement of the road safety Tag and UN Decade at the National Cross Country Championships on February 19 at Uhuru Gardens. All competitors – over 400 athletes – wore the Tag at the Championships to show their support for the Decade of Action. The initiative was launched with the help of AA Kenya which provided staff to help distribute the Tag.

In the coming months, Kenya's star competitors will wear the yellow road safety Tag when competing at international events. The UN Decade of Action for Road Safety 2011-2020 is due to be formally launched in Kenya and around the world on May 11 this year. Globally

each year 1.3 million people are killed in road crashes with developing countries accounting for 90% of the death toll.

In Kenya each year, at least 3,700 people are killed and tens of thousands are injured. Prominent Kenyan athletes and their families have suffered their share of this tragedy, a fact which has made Athletics Kenya's endorsement all the more poignant. One high profile athlete, Moses Tanui the 1991 World Champion, lost his best friend in a crash he survived.

He said: "Far too many Kenyans are being killed and injured on our roads. I support the UN Decade of Action because I want to prevent crashes like mine happening in the future."

The Kenyan Government has backed the UN Decade of Action and Athletics Kenya is supporting these efforts to tackle this public health issue.

David Okeyo, Secretary General of Athletics Kenya said: "We want to honour those who have suffered. Prominent Kenyan athletes have been killed or injured in road crashes and as a tribute to them and their families we have joined the United Nations Decade

of Action for Road Safety. We will wear the Decade Tag with pride. We want to send the message loud and clear that with support and action around the world, lives can be saved."

Together with the World Health Organization, the FIA Foundation is coordinating the global launch of the UN Decade of Action.

A range of sports stars, celebrities and high profile figures are wearing the Tag and supporting the UN Decade of Action for Road Safety. Inspiring figures to have given their support include former US President Bill Clinton, Burmese human rights activist Aung San Suu Kyi, musician and campaigner Sir Bob Geldof, and actress Michelle Yeoh.

The yellow Decade Tag is intended to serve as the 'AIDS ribbon' for road safety, unifying global support for the UN Decade of Action. The goal of the Decade, endorsed by 100 governments in the UN General Assembly, is to 'stabilise and reduce' global road deaths by 2020.

For further information visit:
www.decadeofaction.org
www.makeroadssafe.org/

ARMENIA'S ROAD SAFETY SUCCESS RECOGNISED



HRH Prince Michael of Kent KCVO presented the 2010 premier international road safety award to Mr Poghos Shahinyan, Head of Secretariat of the National Road Safety Council of Armenia

On November 22 the National Road Safety Council of Armenia (NRSC) organized an international forum on the road safety in the capital city Yerevan to promote the UN Decade of Action with support from the EASST (Eastern Alliance of Safe and Sustainable Transport) and the FIA Foundation.

Keynote speaker was the Prime Minister of the Republic of Armenia Mr Tigran Sargsyan. Among the international guests were the FIA Foundation Director General David Ward, Director of EASST Emma MacLennan, Head of the Russian Traffic Police Department Colonel General Kiryanov and Alex Wurz, winner of the Le Mans 24 Hours and the Minister of Transport, Mr Manuk Vardanyan. In his welcoming speech the Prime Minister who serves as Chairman of the National Road Safety Council of Armenia highlighted the success of recent road safety initiatives in reducing road fatalities in the country. Mr Sargsyan also mentioned the importance of the cooperation with the civil society. "We

fully appreciate the help of civil society in raising the issue of road safety. Considerably since then and by cooperating with a civil society, we raise awareness of the public in favour of joint actions.

The national program of the government also has been projected with direct participation of our citizens. It is a guarantee that we are able to reduce quantity of road accidents in Armenia." The event was widely covered on TV and in print media. All the participants signed up for the support of upcoming UN Decade of Action for Road Safety 2011-2020.

Colonel General Victor Kiryanov, Head of the Russian Traffic Police, welcomed participants of the forum and briefed them on the follow-up activities and efforts of the Russian Federation after holding highly successful First Global Ministerial conference on road safety in Moscow in November 2009. David Ward, Director General of the FIA Foundation, gave an overview of the coming UN Decade

of Action for Road Safety 2011-2020 and informed participants about Decade launch day scheduled for May 11 and official symbol, the Road Safety 'Tag'. Also during the event the Prime Minister gave out prizes to children who took part in road safety quiz and competitions organized in schools during nationwide campaigns in November.

The success of Armenia's road safety effort has also gained global recognition from the prestigious Prince Michael International Road Safety Awards. At the annual awards ceremony held in December in London, HRH Prince Michael of Kent KCVO presented the 2010 premier international road safety award to Mr Poghos Shahinyan, Head of Secretariat of the National Road Safety Council of Armenia and also a 2009 FIA Foundation Scholar. He received international award from HRH Prince Michel for the Council's highly successful campaigning on road safety which has contributed to making the roads of Armenia safer. ■

UN SECRETARY GENERAL: WE CAN SAVE MILLIONS OF LIVES



Make Roads Safe global ambassador Michelle Yeoh presented the UN Secretary General Ban Ki-moon with a road safety Tag

UN Secretary General Ban Ki-moon has described the scale of global road death as 'totally unacceptable' in a meeting with Make Roads Safe global ambassador Michelle Yeoh.

In a meeting led by the FIA Foundation, Michelle Yeoh presented the UN Secretary General with a road safety Tag, the new symbol for global road safety, and a 'tropical' motorcycle helmet of the kind used by millions of riders in Vietnam. During their meeting, at UN headquarters in New York, Michelle Yeoh and Mr Ban discussed the forthcoming launch of the Decade of Action and the new 'Global Plan' for the Decade, which sets out an advisory framework for injury prevention.

UN Secretary General Ban Ki-moon stressed what is at stake in the forthcoming Decade:

"Through the United Nations Decade of Action for Road Safety, I sincerely hope that we can save human lives. It is totally unacceptable more than one million people die on the roads and more than fifty million are injured. The human costs are profound and even the economic cost is staggering, more than \$100 billion in developing countries.

"The United Nations will lead by example, we need the support from member states and community leaders and most importantly this Decade, the UN Decade of Action for Road Safety, is for everybody, every expressway, every road and every vehicle, therefore we need to have a concerted effort. If we lead by example we can save millions of lives. This is what the United Nations is working very hard for – a safer world for all."

Michelle Yeoh commented: "The UN Secretary General has again shown great leadership in promoting this neglected issue of road death and injury. We have all worked so hard to get to this point, where the Decade of Action is about to begin. We are all united with a global plan of action, and the will and determination to deliver action that will make a real difference to people's lives on roads and streets across the world."

Mr Ban Ki-moon also praised Michelle Yeoh for her work on behalf of the Make Roads Safe campaign: "I highly commend Michelle Yeoh for using her star power. She has a global reach and influence. With this kind of leadership role I am sure that together with the United Nations we can save many many human lives", the UN Secretary General said. ■

50 BY 50 IS 'ACHIEVABLE' SAYS NEW REPORT FOR GFEI



The Global Fuel Economy Initiative's targets to improve average fuel economy by 50% for new cars by 2030 and for the entire global light duty vehicle fleet by the same amount by 2050 is achievable using existing cost effective technologies, a new report commissioned by the Global Fuel Economy Initiative (GFEI) has confirmed.

The GFEI is an initiative led by the FIA Foundation which includes the UN Environment Programme, International Energy Agency and International Transport Forum. The report by George C. Eads, was presented at the Transportation Research Board (TRB) Annual Meeting in Washington DC on 25 January.

It was commissioned in order to provide an independent assessment of the 50 by 50 targets. Titled '50 by 50', Prospects and Progress, it examined two key questions. Firstly, is the 50by50 challenge a realistic one? Secondly, are we on target to achieve it? The report confirmed that: New car fuel consumption can be cut by 50% by 2030 (a doubling of mpg) compared to 2005 levels. This will be possible at least for OECD countries and possibly worldwide.

In many OECD countries, by 2030 average new car fuel economy could be improved to close to 4l/100 km (60mpg). In terms of carbon emissions, this also corresponds to reducing CO₂ emissions from gasoline

vehicles from 186g CO₂/km on average to 93g CO₂/km. This 4l/100 km (60mpg) 2030 target should also be feasible for new car markets such as China and India.

The GFEI, is seeking to improve global fuel economy in order to halve greenhouse gas emissions from cars.

David Ward, FIA Foundation Director General said: "It is clear that the 50% global fuel economy target is achievable on a worldwide basis. But to achieve it we need global action now so that we can see significant cuts in fuel consumption for new cars during this decade and the next." Robert E Skinner, Jr; TRB Executive Director was on the panel at the report launch. He said: ►



"Greatly improving average fuel economy will be absolutely critical to curtailing transportation's contributions to greenhouse gas emissions and global warming. The Global Fuel Economy Initiative is helping to show the way forward and doing so on a global basis."

Worldwide, the car fleet is set to triple by 2050, with serious implications for the global effort to address climate change unless reducing transport emissions and improving fuel economy become an urgent global priority, warns the GFEI. The report challenges everyone with an interest in this issue to take the appropriate action to achieve this objective: Governments must create the conditions for industry to deliver the maximum

from technological innovation, whilst fiscal instruments need to be coherent and consistent with targets; Countries which have not done so should launch national fuel economy initiatives, whilst around the world binding fuel economy targets must be set;

Manufacturers must set fuel economy as a top priority, and be ambitious in negotiating long term fuel economy targets with government. According to the report, of key importance is creating a regulatory and fiscal environment that steers manufacturers towards using technology to improve fuel economy rather than enhanced performance and heavier vehicles. It must also steer consumer demand towards more energy efficient vehicles.

Countries must start developing national fuel economy initiatives right now and the GFEI is working with regions and countries around the world to move forward in this respect.

The GFEI is supporting countries worldwide to develop the frameworks and policies required to significantly improve automotive fuel economy. The GFEI is also raising awareness and capacity of all stakeholders, including lawmakers and the general public, on the issue of fuel economy. This will be done by supporting national policy development, labelling programs, public information campaigns and continued use of workshops and conferences to share information and the results of recent research. ■

APRIL

- 11-14 European Sustainable Energy Week
- 14 Forum of the Automobile and Society (FAS) (Belgium)

MAY

- 2 WRC Sporting Regulations Working Group (France)
- 3 Technical Working Group (Belgium)
- Legal and Consumers Working Group (Belgium)
- Transport and Mobility Working Group (Belgium)
- Rally Commission (France)
- 7 Launch of the Decade of Action (Turkey)
- 11 launch of the Decade of Action (Strasbourg)
- 18 Eurocouncil Conference on electric mobility and declaration (Portugal)
- 19-20 Spring Meetings (Portugal)
- 19 World Council for Automobile Mobility and Tourism (Portugal)
- 31 eSafety Challenge (Austria)

JUNE

- 1 Electric and New Energy Championships Commission (France)
- 2 FI Technical Working Group (France)
- 3 World Motor Sport Council (Spain)
- 4-6 European Future Technologies Conference (Belgium)
- 9 Women in Motorsport Commission
- 23 Volunteers and Official Commission
- 26 The European Electric Vehicles Conference 2011 (Belgium)
- 29 Cars 21 (Belgium)
- 30 Euroboard (Belgium)

JULY

- 3 Technical Working Group CIK (France)
- Sports Working Group CIK (France)
- 19 Electric and New Energy Championships Commission (France)
- Cross Country Rally Commission (France)
- 20 WRC Commission (France)
- 21 Rally Commission (France)





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