



FEDERATION INTERNATIONALE DE L'AUTOMOBILE

MOBILITY FOR ALL

ACCESS | SUSTAINABILITY | SAFETY

ROADMAP TO A BETTER MOBILITY



FOREWORD

Mobility is an important enabler of social, economic and environmental welfare. It is essential to our quality of life and is indispensable for economic growth.

The motoring and touring clubs draw on a great depth of experience and knowledge gained as a result of dealing daily with the mobility concerns of their members. This extensive know-how and expertise is used to tackle new mobility challenges as they arise. The clubs are for instance involved in a wide range of educational and technical development programmes, field research and public awareness campaigns, the operation of roadside breakdown services as well as driver training centres.

It is the close contact to road users and local, regional and national authorities that ensures practical, financially viable and user-oriented solutions. Because of this, clubs are important contributors to dialogues about mobility in their respective countries.

Acting on behalf of its members at the international level, the FIA is committed to supporting those efforts worldwide. While challenges vary around the world, we all strive toward safe, environmentally sustainable and accessible mobility for everyone.

Mobility for All outlines key issues we are facing globally in the field of mobility and the goals the FIA and its member clubs are working towards. Through the FIA's global network of motoring clubs and our interests in motorsport, we have much to offer to twenty-first century transport development, and this document articulates these opportunities.

A recent example of the FIA's commitment to transport improvement is the passing of a Resolution at the United Nations for a global Decade of Action for Road Safety (2011-2020). The FIA was actively involved in advocating for this and its adoption demonstrates the significance of transport safety issues globally. FIA affiliated clubs will be using this Resolution to bring real focus to road safety in their countries over the coming decade.

No matter what pressures we face, people will continue to want to get around easily and affordably, and they will continue to use their initiative and resources to find ever better ways to do this. The FIA is committed to working together with its motoring and touring clubs and alongside authorities and other stakeholders to achieve accessible, sustainable and safe mobility for all.



Jean Todt
FIA President



Brian Gibbons
FIA Deputy President
Automobile Mobility & Tourism
President, New Zealand
Automobile Association



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FIA clubs focus on their role in consumer protection, testing traffic management systems, public transport systems, park-and-ride facilities or cycling-friendly infrastructure. It is the close contact to users and local, regional and national authorities that ensures practical, financially viable and user-oriented solutions.

1 MOBILITY - COSTS & BENEFITS

The ability of people to move easily about their world is one of the defining features of modern society.

Our world is more interconnected than at any time in history. For business or leisure purposes alike, today's citizens make extensive use of the varied transportation means at their disposal to discover new countries and cultures, enjoy nature in its myriad forms.

Personal mobility remains a fundamental enabler of social, economic and environmental welfare. Mobility is key to ensuring citizens' quality of life and strongly contributes to sustained economic growth. Citizens should benefit from a transport system whose design and management corresponds to their needs, taking into account social, economic and environmental aspects in a balanced way.

Personal mobility comprises not only automobile travel, but also public transport, walking, cycling. Nevertheless, the automobile is likely to remain the choice of most people, because it is a lifeline to work, markets, education, medical care, leisure activities and provides the flexibility, convenience and independence that people need, want and increasingly expect.

Benefits from automobile mobility also have come at a cost for society. More than one million people die each year around the world, and 50 million are injured in motor vehicles. The more than one billion motorised vehicles driven on the earth today emit greenhouse gases, put pressure on conventional energy sources, and contribute to serious congestion in the world's major cities. These challenges are likely to be exacerbated in the next two decades, as vehicle ownership is expected to double worldwide, to two billion cars.

A key challenge for society in the twenty-first century is to accommodate the desire for personal mobility while reducing, or even eliminating, the negative impacts of automobile travel. To achieve this goal will require that travellers have true choice in mobility: choice that permits them to make decisions for safer, more sustainable travel, including easy, reliable access to alternative transport modes; affordable access to cleaner, safer cars; and transport finance options that create incentives to choose sustainable transport, rather than penalties for choosing to drive. 🚫

“Substantial gains will be made in making transport sustainable if governments support new technologies.”

Freda Crucitti, President
Australian Automobile Association (AAA)

“Motoring clubs are a respected source of help and information to millions of our members around the world. We have a significant role to play representing their interests in future transport improvements.”

Tim Shearman, President
Canadian Automobile Association (CAA)

FIA Clubs are involved in a wide range of technical and educational programmes, product and infrastructure assessment as well as field research. Thanks to this, they operate at the cutting edge where innovative solutions can be found for the benefit of consumers.



2 PROMOTING MOBILITY FOR ALL

The FIA's Role

The FIA is uniquely qualified to lead an effort to ensure mobility for all for the following reasons:

- A long history of impacting mobility issues. FIA was founded in 1904, under the name Association Internationale des Automobile Clubs Reconnus (AIACR), with the mission to develop common rules for international motor sport and to promote motoring abroad, including advocating for common rules of the road, rights of cross border transit and the adoption of standardised international road signs.
 - Global scale of action. FIA is a non-profit association and has worked with international organisations on safety and sustainability issues for years, having been granted consultative status with the United Nations Organisation in 1947. As an observer to the UN Working Party on Road Traffic Safety (WPI) and the World Forum for the Harmonisation of Vehicle Regulations (WP29), FIA has championed vehicle safety improvements such as offset frontal and side impact crash tests, child safety restraints and Electronic Stability Control. Through those bodies, FIA continues pressing for greater harmonisation of vehicle safety and emission standards, including modernising the light duty test cycle and developing a harmonised fuel standard.
 - We are drivers of mobility-enhancing projects. Since its creation, the FIA Foundation has become a leading sponsor of and donor to global road safety and environmental programmes. For example, the FIA Foundation's Make Roads Safe campaign seeks to dramatically reduce global road fatalities, and the 50by50 Global Fuel Economy Initiative seeks to reduce global fuel consumption per kilometre by 50% by 2050, with intermediate goals in 2020 and 2030. In 2009, FIA and its member clubs contributed towards the very first Global Ministerial Conference on Road Safety held in Moscow. As a result a global call for a Decade of Action for Road Safety was adopted in March 2010 by the United Nations General Assembly. This initiative aims to save five million lives worldwide over the next 10 years.
 - We are at the cutting edge of vehicle technology. As the governing body for motor sport, FIA takes advantage of Formula One's position at the cutting edge of new technology to call upon manufacturers to further such innovative environmental motor sport technologies as energy recovery systems that can be transferred to the consumer market.
- Through the FIA Institute for Motor Sport Safety, a vast amount of research is undertaken to improve motor sport safety. Many of the safety features we take for granted in today's modern cars flow directly from innovations in motor sport.
- We are the true voice of our global motoring club members. FIA comprises over 220 motoring and sport clubs around the world in over 130 countries. FIA clubs have worked tirelessly and committed significant resources in their countries to promote the interests of motorists in safety, environmental sustainability, accessibility, travel and consumer protection for decades. FIA clubs are recognised experts in their countries on issues of concern to motorists and travellers and are respected and well-known spokespeople on transport, mobility and consumer issues. And FIA clubs have access to their millions of members, educating and informing them not only about issues of concern to them as motorists and travellers, but also on their responsibilities as motorists and travellers to behave safely and make choices that are environmentally aware.

With these resources at hand, FIA is committed to leading an effort toward ensuring that Mobility for All is a reality.

Our Objective

- To advocate a coherent, global personal mobility strategy that ensures a safe, environmentally sustainable and accessible transport system to meet the needs of people in every country of the world.
- To achieve this goal will require concerted action by major stakeholders: authorities, industry and consumers.
- To sustain the extraordinary benefits of personal mobility without compromising the planet's resources, its people, and its future is perhaps the most important goal facing society. FIA is committed to achieving that goal. 🚫

“The FIA helps motoring clubs share information and experiences so we can all learn from each other.”

Godfrey Hemmerde Castaños, President Touring y Automóvil Club del Perú (TACP)

As the voice of mobile consumers FIA clubs lobby for solid, reality-tested and long-term oriented mobility policies which can successfully tackle present and future challenges.

3 SAFE MOBILITY FOR ALL

A Global Necessity

Road traffic crashes result in more than one million deaths and 50 million injuries each year, and road traffic deaths and injuries are forecast to increase by more than 60 percent by 2020. Most of this increase is occurring in developing

countries, but although there has been significant progress in already industrialised countries, more effort is required to reduce the risk of death and injury on the road in those countries as well. Road crashes impose

both economic and social costs. In most countries, road trauma represents between 1 and 3 percent of GDP loss. These crashes cause emotional and financial stress to families through the resulting deaths and disabilities.

FIA ACTION PLAN

FIA will advocate the 'Safe System' approach to international bodies and national governments. The approach seeks to focus on the following three interacting elements: the road user, the motor vehicle and the road infrastructure. Safe systems recognise that humans make mistakes, errors of judgment and poor driving decisions. Safety can be built into the system so that, as in motor sport, crash frequency and severity are minimised. In particular:

- FIA will dedicate itself to achieving its share of the goals of the Decade of Action for Road Safety, which foresees a 50% global reduction in projected road fatalities by 2020. FIA clubs will urge their countries' transport ministers to support the Decade of Action for Road Safety 2010-2020 and will contribute to develop and implement policies to achieve the goals of the Decade within their respective governments.

- FIA will support the rapid harmonisation of safe technologies in cars by working with the UN World Forum for the Harmonization of Vehicle Regulations. We will call upon manufacturers to build these technologies into cars expeditiously. FIA will also continue its work in eSafetyAware to identify and build public awareness of new and innovative vehicle safety technology and FIA clubs will call upon governments to create incentives for rapid deployment of proven and cost-effective safety technologies in national fleets of both developed and developing countries. FIA will also continue to work to expand the New Car Assessment Programme (NCAP) to rate the safety of new passenger vehicles around the world against robust, proven safety measurements.

- FIA and FIA clubs will work together to address the safety of tourists. According to the FIA Foundation-sponsored study

'International Tourism and Road Safety':

"Tourists travel in large numbers from developed countries to countries that do not all have the same level of road safety performance (...) Tourists also travel in increasingly large numbers to countries that have very different living conditions from those in their home countries. Many less developed countries are amongst the fastest growing tourist destinations (...) Tourists are therefore likely to encounter infrastructure driving conditions, vehicles, and road safety practices that are also very different."

- Because one of the major safety problems facing tourists when travelling internationally is the lack of information on road safety in their destination countries, FIA will make practical and appropriate use of its travel information database to assist FIA Clubs in providing useful travel information to their travelling members. FIA will also work through the FIA Foundation to provide suitable information from its database to all travellers.

- FIA will propose actions to ensure that driving remains safe well into old age, as this population is likely to significantly increase over the next decade in many countries, and will propose programmes intended to ensure the continued mobility of older people while safeguarding their safety. >>

“ FIA clubs will actively support the Decade of Action for Road Safety and hold signatory countries to their road safety commitments. ”

H. H. Tunku Mudzaffar, President
Automobile Association of Malaysia (AAM)

Road safety needs strong leadership and commitment as well as clear and ambitious targets. Through their activities FIA clubs address vehicles, drivers and roads within a safe systems approach.

FIA ACTION PLAN

- FIA will call upon governments to invest in improving road infrastructure to create safer roads and reduce to deaths and injuries. To this end, FIA will support the International Road Assessment Programme (iRAP) to inspect and rate roads and propose targeted, cost-effective road safety plans. iRAP can help create safer road infrastructure by inspecting high-risk roads and developing Targeted Road Safety Plans; by providing training, technology and support that will build and sustain national, regional and local capability; and by tracking road safety performance so that funding agencies can assess the benefits of their investments. FIA clubs will partner with iRAP to ensure that projects in their countries benefit from iRAP's support and expertise.
- FIA will explore the explosive growth in two-wheel motorised vehicles, identify the safety challenges surrounding them, and propose potential means of addressing those safety problems.
- FIA will identify safety issues inherent in the developing countries where there is a whole generation of new motorists, particularly families owning their first cars. FIA will also explore potential ways to provide this population with appropriate information, education, and training on the safe ownership and operation of motor vehicles.
- FIA Clubs will continue to raise awareness of the dangers of drink driving, excessive speed, failure to wear seatbelts or use child restraints and will support appropriate legislation and enforcement to address these dangers. FIA clubs will propose measures to reduce young driver risk, including best practices in driver licensing programmes. Many FIA clubs will continue teaching safe and responsible driver behaviour to young drivers, through their driver training programmes. 🚫

Today's challenge is to create a system preventing accidents and mitigating their consequences. FIA clubs carry out vehicle and safety equipment consumer tests, offer driver training, run seat belt campaigns and assess the safety of mobility infrastructure.

“Around the world, road traffic crashes kill more than 3000 people, including 1000 children and young people, every day. We need to act now.”

J.H.R. Murigu, President
Automobile Association of Kenya (AAK)

“With the rapidly growing motorisation FIA clubs play particularly in emerging countries a key role in promoting safe mobility. By raising public awareness and informing citizens FIA clubs contribute to saving many lives.”

T.K. Malhotra, President
Federation of Indian Automobile Associations (FIAA)

4 SUSTAINABLE MOBILITY FOR ALL

A Shared Responsibility

Automobiles today are cleaner and more fuel efficient than ever before as a result of improvements in technology and fuels that are reducing both toxic emissions and the quantity of CO2 emitted per vehicle. Nevertheless, rapidly increasing levels of personal

motorisation and fuel consumption worldwide, combined with rising concerns about climate change, air quality, and energy security, means that it is essential that we make even more progress in fuel economy and environmental performance of motor vehicles. The Make

Cars Green campaign, which advocates for cleaner cars, cleaner fuels and more sustainable personal mobility, is central to FIA's agenda in both representing the interests of motorists and playing a positive role in reducing energy consumption and vehicle emissions.

FIA ACTION PLAN

FIA is committed to protecting and facilitating personal mobility, while working to reduce the environmental impacts of personal vehicle use. In particular:

- FIA supports the 50by50 Global Fuel Economy Initiative to reduce global fuel consumption per kilometre by 50% by 2050, including the intermediate goals of a 30% improvement in new cars in OECD countries by 2020 and a 50% improvement in those countries by 2030. FIA will advocate and build awareness of these goals by championing a combination of existing, cost-effective technologies and new technology. FIA clubs will advocate these goals to their governments and also use their broad reach to the world's motorists to educate them about what they can do individually to help significantly reduce fuel consumption, including how they can achieve greater fuel

efficiency through the 'Make Cars Green '10 Points for Greener Motoring'.

- FIA will create awareness among world bodies of the significant potential of eco-driving to reduce fuel consumption. FIA clubs will educate their members about eco-driving and clubs which offer eco-driver training will continue to develop and broaden the reach of those programmes. FIA clubs will also advocate the potential of eco-driving to their national governments.

- FIA and FIA clubs will support international, national and local efforts

to reduce fuel consumption, but also call upon governments to take a pragmatic approach to legislation and regulation aimed at reducing demand. In particular, FIA Clubs will be vigilant in ensuring that proposals to reduce demand for car driving:

- are fair and not punitive;
- provide an overall, quantifiable benefit;
- provide true choice;
- make use of incentives;
- are realistic in addressing congestion and emissions.

Besides advocating for cleaner, low carbon and more energy efficient vehicles FIA clubs inform consumers about ways to make mobility more sustainable.

“ We must harness the technology innovations from motorsport to benefit everyday motorists. ”

Carlos Barbosa, President Automóvel Club de Portugal (ACP)

- Motoring taxation should focus on charging for use, rather than ownership. Taxes should be transparent, revenue neutral and dedicated to improving transport infrastructure and services. Alternative transportation modes must be safe, secure, flexible, efficient, reliable and easily accessible to attract greater ridership and facilitate multimodality.

- FIA will advocate for harmonised fuel standards through its observer status at the UN World Forum for the Harmonisation of Vehicle Regulations. FIA will also advocate for a new, more realistic light duty test cycle that would

measure fuel efficiency in real-world conditions. Based upon the development of this new test cycle, FIA will call for, at a minimum, a non-mandatory global automotive fuel economy target of 140 g CO2/km for passenger cars, which could be used as an international benchmark to assess progress in the fuel efficiency of the global fleet of new motor vehicles.

- FIA will continue to support global campaigns to eliminate leaded fuels and encourage global use of low and sulphur free fuels through the United Nations Environmental Programme's Partnership

for Clean Fuels and Vehicles (PCFV). In particular, FIA clubs in countries where fuels still contain lead and sulphur will lead the effort to advocate elimination of these two fuel substances.

- FIA will continue to urge governments and manufacturers to work together to create an environment in which new, cleaner technology can be quickly deployed in passenger vehicles. Potential tools include green tax incentives to encourage consumers to purchase cleaner and more fuel efficient vehicles and accelerate market penetration of new environmental technologies. >>>

FIA ACTION PLAN

FIA will urge governments to take note of research and programmes now underway to improve the sustainability of road infrastructure. FIA will also call upon governments to plan future infrastructure improvements with the goal of providing the maximum amount of choice in mobility by advocating that infrastructure assets should be managed in a context of economic development, ecological sustainability and social desirability.

FIA will work with governments to educate consumers about responsible mobility and how to purchase clean, less carbon intensive vehicles, fuels and components. FIA will inform and educate consumers not only about the benefit to the environment of reducing fuel consumption, but also the benefits to them in the reduced cost of motoring. In particular, FIA will continue to support EcoTest, a comprehensive environmental assessment programme for vehicles jointly managed by the FIA Foundation and the German club ADAC, which uses its findings to both inform consumers and urge car manufacturers to make further progress in cutting CO₂ emissions and reducing pollutants.

FIA clubs will promote the use of appropriate modal choice to their members whenever feasible and will explore ways to provide information on

the location and use of modal options in major travel destinations of the world.

FIA will encourage sustainable tourism through its affiliate membership status with the World Tourism Organization. FIA clubs will encourage their members to consider the climate, economic, social and environmental impact of their options when making travel plans. FIA Clubs will educate their members on how to reduce their carbon footprint when travelling and urge them to contribute to the conservation and preservation of the natural environment and cultural heritage through respectful tourist behaviour.

Access to mobility has not generally been a primary focus of transportation policy or planning, other than to assume that public transportation is a sufficient alternative to driving a car. However, forces such as the Millennium Development Goals, the ageing of the Baby Boom generation, the growing desire of disabled people to be productive and the rising cost of car ownership and driving, have led many in the research field and in governments to recognise that transport planning should have 'widespread accessibility' as a major goal. As stated in the OECD Environmental Outlook to 2030: "It is mobility and access that need to be ensured, not 'transport' per se." 🚫

“Energy efficiency is of great importance both for environmental sustainability and for limiting the cost of motoring.”

Bent Halkier, President
Forenede Danske Motorejere (FDM)

5 ACCESS TO MOBILITY FOR ALL

A Global Challenge

A new global map released by the Joint Research Centre and published in the World Bank's World Development Report 2009 measures urbanisation in the new perspective of 'Travel Time to 8,500 major cities'. It uses travel time as a unit of measurement and represents accessibility through the concept of 'how long will it take to get there?' According to the Report:

*"Accessibility links people with places, goods with markets and communities to vital services. Accessibility – whether it is to markets, schools, hospitals or water – is a precondition for the satisfaction of almost any economic need. Furthermore, accessibility is relevant at all levels, from local development to global trade."*²

Some key findings from the map:

- More than half of the world's population lives less than one hour from a major city. The breakdown is 85% of the developed world and only 35% of the developing world;
- 95% of the world's population is concentrated on just 10% of the world's land, but...
- Only 10% of the world's land area is classified as "remote" or more than 48 hours from a large city.³

Access to mobility comprises accessibility issues from around the world. In the developing world, many people may have little or no access to such basic services as medical attention, schools or jobs. In developed countries, many elderly people

lack alternatives to the car when they can or should no longer drive to seek medical attention or other necessities. Owning and driving a car is becoming more and more costly, through taxes and fees, while affordable, safe, reliable public transportation is in many cases scarce or unavailable.

Moreover, tourism in developing countries is very reliant on access to suitable transport. Through tourism, many of these countries can create jobs and provide other social and economic benefits to their populations.

Access to mobility has not generally been a primary focus of transportation policy or planning, other than to assume that public transportation is a sufficient alternative to driving a car. However, forces such as the Millennium Development Goals, the ageing of the Baby Boom generation, the growing desire of disabled people to be productive and the rising cost of car ownership and driving, have led many in the research field and in governments to recognise that transport planning should have 'widespread accessibility' as a major goal. As stated in the OECD Environmental Outlook to 2030: "It is mobility and access that need to be ensured, not 'transport' per se."⁴

FIA believes that personal mobility is too valuable a benefit to be restricted or denied. Rather, the goal should be to ensure that accessibility to personal mobility, whether through driving or other alternatives, is widespread, flexible, safe, environmentally sustainable and adequately meets the needs and requirements of all people in their daily lives.

Continued affordability of mobility is a major access concern. As stated by Andreas Kopp, World Bank Lead Transport Economist: "It makes no sense to talk about the environment or any other costs of transport without talking about the direct benefits and the benefits that flow from lower transport costs."

As taxes and fees are added to the cost of owning and operating a motor vehicle, driving could soon become too expensive for much of the world's population. At the same time, while public transport is an important part of access to transport, it does not at present provide a sufficient alternative for many people. For many reasons, in many parts of the world, cars will remain the transportation alternative of need and of choice.

Another obvious candidate for FIA concern is mobility for ageing citizens. In many countries throughout the world populations are getting older and over the next fifty years the median age of populations will rise in all regions. In other words, this ageing of the population is a global trend in both developed and developing societies.

As these millions of people throughout the world age, many will reach a point at which they no longer can or should drive, or at which driving has become increasingly difficult or unsafe. Yet most countries in which the ageing population is expected to grow exponentially have few or no alternatives to driving, leaving a large portion of their population with very limited access to mobility. >>

“We must ensure personal mobility remains accessible and affordable, both in high and low income countries. Clubs need to play a key role in this.”

Earl Jarrett, JP, President
Jamaica Automobile Association (JAA)

Upheld personal mobility of senior citizens is beneficial for society as a whole. The fact that people worldwide live longer and healthier lives brings about a number of challenges that FIA clubs address in their everyday work.

Many FIA clubs also work in countries where people have little or no easy access to basic services. According to the first Report of the Commission for Global Road Safety:

“Today, more than a billion people in the world have no access to roads. This lack of roads makes the poor pay heavily in time, money, and health as they try to meet their basic transport, energy and water needs. Recently the

*OECD Development Assistance Committee’s ‘Task Team on Infrastructure for Poverty’ highlighted the ‘pro-poor’ benefits of transport in facilitating greater access to markets, job opportunities, educational and health facilities, rural development, and social inclusion. The Millennium Project has suggested as a minimum ‘MDG compatible’ target for rural areas that access to an all-weather road should be just two kilometres.”*⁵

FIA ACTION PLAN

While recognising that access to mobility is neither well-defined nor well-researched, FIA will work with its member clubs and the FIA Foundation to further understand this issue and define policies to address problems with ensuring access to mobility. In particular:

- FIA will identify population groups with the greatest potential to lack or lose access to mobility to basic human services and develop public policy, including identifying required research to improve access to mobility for these populations.

- To enhance safety and thus continue mobility for older people, FIA will advocate safe pedestrian and bicycle infrastructure, improving public transport and improving

signage and intersections to ensure all parts of the transport infrastructure are safe, secure, flexible, and responsive.

- FIA will advocate the development of alternatives to driving for older people and the disabled, including supplemental transportation.

- FIA will identify and share best practices among FIA clubs for addressing problems with access among particular groups.

- FIA will develop appropriate and effective policies that address access issues in developed and developing countries by working with the FIA Foundation and other international bodies. 🚫

“The ageing of the population is a global challenge. We need to address the related challenges and safeguard the mobility for senior citizens in the interest of all.”

Setsuo Tanaka, President
Japan Automobile Federation (JAF)

6 TIME FOR ACTION

Achieving Mobility for All is not an easy task. It is a complex goal and cannot be achieved by any single transport-related sector working in isolation.

Governmental policies at all levels are integral to achieving the goals of Mobility for All. Within national and international bodies, policies and strategies are considered and developed that influence how mobility systems are built and used. It is crucial to focus the attention of these bodies on facilitating widespread and effective personal mobility as an investment – with high-level, measurable returns for society – rather than as a cost to be cut. Thoughtful and progressive governmental policies are key whether it means supporting infrastructure capacity necessary to facilitate

sustainable automobile travel or building public transport and other infrastructure that provide accessibility and which respond to consumer demands for safety, security, flexibility, reliability and comfort.

The private sector, particularly automobile and energy industries, can help with the rapid introduction of new safer and cleaner technologies into automobiles. They can do this by working with governments to ensure vehicles and energy sources are compatible with existing and planned infrastructure development and by making sustainable personal mobility a priority from design to manufacture to marketing of products.

FIA has outlined the initiatives to which it will commit to, including its on-going efforts to improve safety and sustainability in motor sport and encouraging the transfer of those technologies to the consumer

market. Through advocacy, education, outreach and expertise, FIA clubs will influence policy at all levels of government and will use their many communication channels to reach motorists directly to positively influence consumer behaviour.

While FIA is committed to achieving Mobility for All, we recognise there is great diversity among the countries and thus among the individual FIA clubs around the world. There is no single model applicable to all countries or clubs that will achieve the goals of Mobility for All, but there are safety, environmental sustainability and access challenges in every country. By working to address these challenges on a country-by-country, club-by-club basis, every FIA club in every country will contribute to achieving the goals of Mobility for All.

In pursuing our Mobility for All strategy, FIA will use all the tools at our disposal, both at the global level and at the club and national level – to work toward safe, sustainable and accessible Mobility for All. 🚫

“FIA clubs have as an important remit to further and promote the freedom of mobility. We play a key role in defending and protecting the interests of mobile consumers.”

Howard C. Turner, President
Automobile Association of South Africa (AASA)

“We need to lobby decision makers at all levels to make sure personal mobility is always a priority and protected worldwide.”

Mohamed Ben Sulayem, President
Automobile & Touring Club for United
Arab Emirates (ATC UAE)



7 SUMMARY - FIA ACTION PLAN FOR MOBILITY

SAFE MOBILITY FOR ALL

- FIA will advocate the 'Safe System' approach to international bodies and national governments.
- FIA will strongly support and work to achieve the goals of the Decade of Action for Road Safety.
- FIA will call upon governments to invest in improving road infrastructure, calling on the expertise of iRAP.
- FIA will support the rapid harmonization of safe technologies in cars.
- FIA Clubs will continue to raise awareness in their countries of dangers of drink driving, excessive speed, failure to wear seatbelts or use of child restraints.
- FIA will further work on making mobility safer for elderly citizens.
- FIA will identify safety issues inherent in the developing countries where there is a whole generation of new motorists.
- FIA will explore the explosive growth in two-wheel motorised vehicles.
- FIA and FIA Clubs will work together to address the safety of tourists.

SUSTAINABLE MOBILITY FOR ALL

- FIA is committed to protecting and facilitating personal mobility, while working to reduce the environmental impacts of personal vehicle use.
- FIA supports the 50by50 Global Fuel Economy Initiative to reduce global fuel consumption.
- FIA will create awareness among world bodies of the significant potential of eco-driving to reduce fuel consumption.
- FIA and FIA Clubs will support international, national and local efforts to reduce fuel consumption, but also call upon governments to take a pragmatic approach to legislation and regulation aimed at reducing demand.
- FIA will advocate for harmonised fuel standards through its observer status at the UN World Forum for the Harmonization of Vehicle Regulations.
- FIA will continue to support global campaigns to eliminate leaded fuels and encourage global use of low and sulphur free fuels.
- FIA will continue to urge governments and manufacturers to work together to create an environment in which new, cleaner technology can be quickly deployed in passenger vehicles.
- FIA will urge governments to take note of research and programmes now underway to improve the sustainability of road infrastructure.
- FIA will work with governments to educate consumers about responsible mobility and how to purchase clean, less carbon intensive vehicles, fuels and components.
- FIA will encourage sustainable tourism through its affiliate membership status with the World Tourism Organization.

ACCESS TO MOBILITY FOR ALL

- While recognising that access to mobility is neither well-defined nor well-researched, FIA will work with its member Clubs and the FIA Foundation to further understand this issue and define policies.
- FIA will identify population groups with the greatest potential to lack or lose access to mobility to basic human services and develop public policy.
- To enhance safety and thus continue mobility for older people, FIA will advocate safe pedestrian and bicycle infrastructure, improving public transport and improving signage and intersections.
- FIA will advocate the development of alternatives to driving for older people and the disabled.
- FIA will identify and share best practices among FIA Clubs.
- FIA will develop appropriate and effective policies that address access issues.

FIA MOBILITY OBJECTIVES

The objectives of the Fédération Internationale de l'Automobile in the area of automobile mobility and tourism are defined as follows. Those objectives are guiding us in our strategy and the adoption of appropriate measures of implementation.

- Promote freedom of mobility and serve, defend and protect the interests of mobile consumers when travelling, taking into account the repercussions on the environment, safety and on other social and economic factors.
- Support member organisations in defining and defending a globally shared public policy vision and objectives for sustainable mobility, i.e. safe, clean and efficient, accessible and affordable.
- Facilitate the early recognition of mobility trends, thus giving member clubs a leading role for the benefit of both themselves and their members.
- Co-ordinate reciprocal services between member clubs for the benefit of their members when travelling abroad.
- Define and put into place the most appropriate means to exchange information, knowledge and best practices at all levels;
 - to support and create opportunities for clubs to take an active role in public policy and promote the interests of their members;
 - to help clubs to face global challenges, foster growth of their membership base and the development of services.
- Represent member clubs with our consultative status at international level;
 - to lobby for outcomes in favour of motoring clubs and motoring consumers;
 - to liaise with other international organisations and relevant stakeholders.
- Co-operate regionally in developing appropriate regional strategies, public policies and initiatives.

¹ 'International Tourism and Road Safety: Briefing Paper' (2009), FIA Foundation, page 5.

² Press release: 'Urbanisation: New World Bank and European Commission map shows that 95% of the world's population lives on 10% of the land' (17 December 2008), Joint Research Centre, European Commission.

³ Press release: 'Urbanisation: New World Bank and European Commission map shows that 95% of the world's population lives on 10% of the land' (17 December 2008), Joint Research Centre, European Commission.

⁴ 'OECD Environmental Outlook to 2030: Summary in English' (2008), OECD, page 111.

⁵ 'Make Roads Safe: A New Priority for Sustainable Development' (2007), Commission for Global Road Safety, page 42.



FEDERATION INTERNATIONALE DE L'AUTOMOBILE

The Fédération Internationale de l'Automobile is the governing body for world motor sport and the federation of the world's leading motoring organisations.

Founded in 1904, with headquarters in Paris, the FIA is a non-profit making association. It brings together more than 220 national motoring and sporting organisations from more than 130 countries on five continents.

Its member clubs represent millions of motorists and their families.

The FIA has been dedicated to representing the rights of motoring organisations and motor car users throughout the world via campaigns and activities that defend their interests. On issues such as safety, mobility, the environment and consumer law the FIA actively promotes the interests of motorists

at the United Nations, within the European Union and through other international bodies.

The FIA is also the governing body for motor sport worldwide. It administers the rules and regulations for all international four-wheel motor sport including the FIA Formula One World Championship, FIA World Rally Championship and FIA World Touring Car Championship.

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