



POST-EVENT BROCHURE

STRONGER
TOGETHER



SUN CITY
29 APRIL – 03 MAY

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INTRODUCTION

COMBINED ACHIEVEMENT COMBINED SUCCESS

The historic first FIA Conference bringing together Sport and Mobility packed a huge amount into three short days at the beautiful Sun City resort in South Africa.



Hosted by the Automobile Association, South Africa (AASA) and Motorsport South Africa (MSA), the Conference brought together 470 delegates from Clubs, ASNs and ACNs around the world for a varied programme that not only individually served each pillar, but which also helped establish new common ground between the two arms of the Federation.

Those synergies were established right from the start, in a fascinating joint opening Plenary Session on building sustainable futures in Sport and Mobility. Encompassing the future of fuel supply, how driverless racing might act as a hothouse for autonomous road car development and how F1 tyre research is helping to reduce pollution, the Plenary set the tone for three days of intense discussion, innovative thinking, and idea exchange.

The sharing of knowledge was a strand linking three Mobility-focused Plenaries, particularly in the session focusing on improving road safety advocacy and the final session on how Clubs can stay relevant in a changing mobility landscape. In each, delegates were treated to absorbing real-world examples from peers that provided information and inspiration sure to inform Club strategies in the future.

It wouldn't be an FIA conference, however, without opportunities to socialise and network. From the more formal environment of a dedicated 'Meet the FIA Family' networking session, to the more relaxed social events, including a spectacular Gala Dinner and a hugely entertaining African Night, this year's Conference provided ample opportunity to share ideas and catch up with friends and colleagues.

Also of note at the Gala Dinner was the presentation of the two prizes in the new FIA Road Safety Awards initiative. The first award was presented to the Canadian Automobile Association (CAA) for Most Effective Intervention by an FIA Member Club, while the Royal Dutch Touring Club (ANWB) received a Special Mention Award.

Finally, the Conference also saw major steps forward in the FIA's quest to define its vision and values for the coming years, as called for by FIA President Jean Todt at last year's Annual General Assembly.

Across two enlightening workshops in Sun City, some 150 representatives from Mobility Clubs and 100 from Sport organisations outlined their concept of the missions the FIA should work towards over the next decade and the spirit in which that work should be conducted.

Embodying the Conference theme 'Stronger Together', their joint efforts will now form the basis of a comprehensive survey that will be sent to all Member Clubs. The results will form a set of goals and guiding principles to be presented at the FIA Annual General Assembly in December.

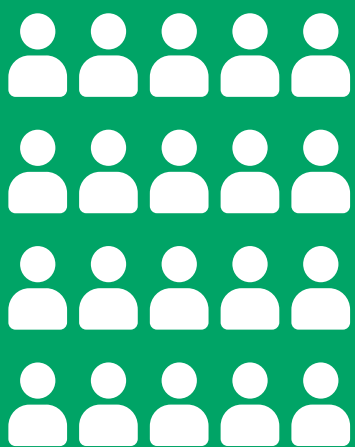
Defined by exceptional collaborative effort, common agendas and a shared vision, the FIA Conference 2019 will undoubtedly go down as a landmark moment in the Federation's history.

Please enjoy the following summary of the week in Sun City, South Africa.

KEY FIGURES

470

DELEGATES



161
CLUBS



117
COUNTRIES
REPRESENTED

485



APPLICATION
DOWNLOADS

4

MOTOR SPORT
DISCIPLINES
SHOWCASED



70

SPEAKERS



181
PARTICIPATING
DELEGATES



765 PASSENGERS



245 KMS COVERED

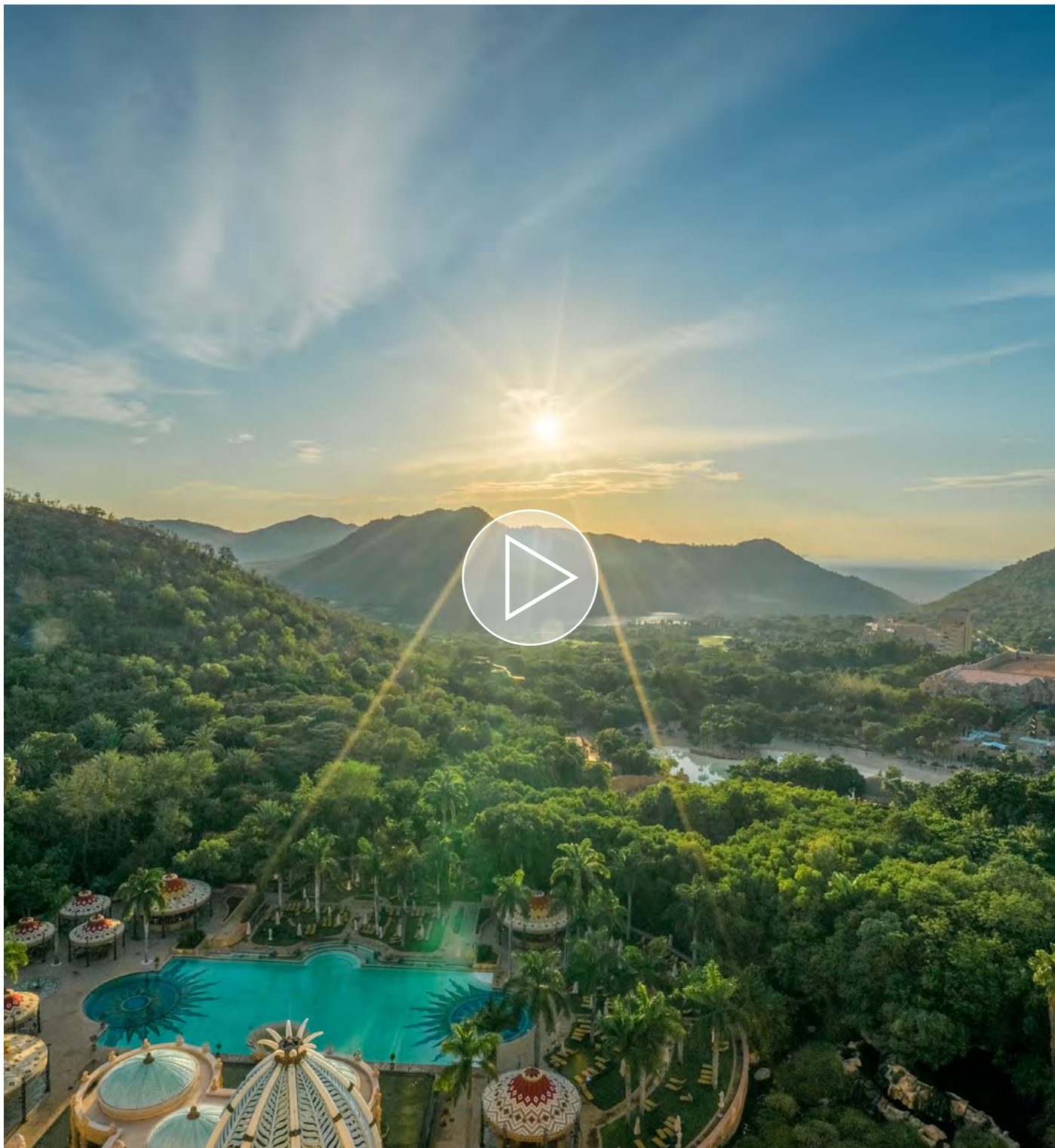
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HIGHLIGHTS



[Watch the highlight video of the FIA Conference 2019](#)



SUN CITY
29 APRIL – 03 MAY

MONDAY 29 APRIL 2019

OPENING SPEECHES - Progress Through Collaboration

JOINT SESSION - Sustainable Futures for Motor Sport and Mobility

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OFFICIAL INAUGURATION OF THE FIA MOTOREX

PROGRESS THROUGH COLLABORATION

The first joint Sport and Mobility Conference in the FIA's history was opened by FIA President Jean Todt, alongside guest speaker, South Africa's Minister for Transport Blade Nzimande.



The 2019 edition of the FIA Conference, the first joint gathering of Sport and Mobility Clubs in the Federation's history, was formally opened in Sun City, South Africa, with FIA President Jean Todt being joined by dignitaries from the host nation and from the FIA's twin pillars.

Launching the Conference, President Todt thanked the Automobile Association of South Africa (AASA) and its Executive Chairman Sikkie Kajee for hosting the event, and Motorsport South Africa (MSA) and its President Anton Roux for their support.

"For the first time in 115 years, Mobility and Sport are here together in South Africa," he said. "On this special occasion, we should make the most of this unique opportunity to build synergies between our two pillars, as well as between FIA Clubs.

"I have always been convinced that working hand in hand is the most fruitful strategy. In my mind, 'Stronger Together' is not empty rhetoric, but very much a reality."



Looking to both pillars of the Federation in the context of the African continent he said that there were opportunities and challenges on both sides.

"Sport is enjoying a renaissance in the continent," he said. "For example, the Safari Rally in Kenya should soon be back on the FIA agenda. I could also talk about the Formula E race in Morocco that took place in January with a new generation of cars. And also the FIA World Rallycross Championship event that will happen in this country next November.

"But sport can sometimes take a tragic turn: lately in Uganda, three spectators have died while attending national sports events within five months. It is thus essential to reinforce safety around the races to protect the public and the competitors," he added.

In Mobility, he outlined the challenge of improving road safety in Africa. "The road mortality rate across this continent is almost 50% higher than the world average," he said. "Indeed, road traffic crashes are now the primary cause of death for 15-29 year olds in Africa, surpassing even malaria and AIDS."

Presenting solutions, he referenced the establishment of the first African Road Safety Observatory; a forum for better decision-making, improved data collection, and analysis practices. He also pointed to the FIA's #3500LIVES Campaign and the support of African athletes Wayde Van Niekerk and Haile Gebreselassie, as well as the Campaign's next ambassador, Her Serene Highness Princess Charlene of Monaco, a native of South Africa.

Earlier, AASA Executive Chairman Sikkie Kajee highlighted the value of the joint Conference in developing Club capacity.

"In a few months' time, our Club, the Automobile Association, will be turning 90 years old, a milestone we would not have reached without help from our solid network of colleagues from Clubs around the world. I want to advise you to make use of the special relationships available to you through the FIA. The networks you build here will be invaluable to your future success."

The collaborative nature of the event was also celebrated by FIA Deputy President for Automobile Mobility and Tourism, Thierry Willemarck.

"I'm delighted to see that over the next two days we will explore some of the issues that both Motor Sport and Mobility are experiencing together," he said. "That being said, a dedicated Mobility programme stream running in parallel with a Motor Sport stream will build on the strength of the FIA Clubs, individually, and as a network, to define the best path forward."

MSA President Anton Roux, meanwhile, outlined the current success of motor sport in South Africa, with 448 events held last year and with the Club having some 8,500 licence holders, 4,500 vehicle and 4,000 motorcycle.

"We are also delighted that we will be hosting a nine-hour event in Kyalami in November, as well as an FIA World Rallycross Championship event in December in Cape Town," he added. "We have an incredibly well-developed engineering capability in this country. We have seen the evidence of that with the Toyota Gazoo team winning the Dakar Rally earlier this year in vehicles that were built by Allspeed not far from here."

FIA Deputy President for Sport Graham Stoker added that opportunities to grow motor sport on the continent are not confined to South Africa.

"From my point of view, with a passion for development, this is the most challenging but the most rewarding continent in motor sport," he said. "With a population of 1.5 billion, there is a challenge there but also huge potential if we can unlock that. The opportunity is for Africa to move forward and to become a real force in our sport."

Delegates were addressed by South Africa's Minister for Transport Blade Nzimande, who spoke of his desire to work with the FIA and its Member Clubs in addressing issues facing the country.

"We are confronted with a number of challenges," he said. "For example, the necessity to build an efficient, affordable and accessible public transport system. On this, we hope we will be able to share some ideas at this Conference but also with the constituent components of the FIA at a later date."

"We are also very passionate about the fourth industrial revolution," he added. "To that extent, I have taken the

initiative of establishing a panel of experts to advise us on science, technology, and innovation. An organisation such as the FIA could be a very important partner in this.

"Finally, a key challenge is road safety. We require a multi-form strategy to tackle this, and we would like to engage with you on this going forward. You can use us as a gateway and as a very important platform for interacting with the rest of the continent."



CREATING A SUSTAINABLE FUTURE

The opening joint Plenary Session looked at the future of fuel and how technology will help create sustainable Motor Sport and Mobility in the years to come.



The first joint Mobility and Sport Plenary Session to be held at an FIA Conference examined the diversification of fuel types likely to become prevalent over the coming decades before a cross-pillar panel of experts discussed the impact of new technology in creating sustainable futures for both Motor Sport and Mobility.

Opening the session, Momar Nguer, President, Marketing and Service of oil company Total, detailed how firms such as his are diversifying energy supply in order to meet changing demand from consumers.

He first pointed out that transportation currently accounts for 59% of oil demand and that 95% of that transport is based on fossil fuel use. As such, he said, a wholesale switch to alternative sources of energy in the short term is impractical. "Oil," he added, "will continue to be one of the ways we provide energy."

He admitted, however, that there was now greater pressure than ever to increase the use of alternative energies, with countries such as Denmark legislating to prohibit the use of internal combustion engine-vehicles from 2030 and the EU implementing more stringent emissions levels.

"Therefore, we must be able to deliver to our customer any type of energy they need for mobility, whether that is electric, biofuel, natural gas or hydrogen."

In the quest to develop new and cleaner fuels, he said that motor sport is a key component of Total's strategy.

"The track is our lab," he insisted. "We have a partnership with the FIA World Endurance Championship. In Formula E, we are partnering with the DS Techeetah team and we have a partnership on hydrogen too as we support H24 racing with the ACO. We have conducted a first trial at Spa-Francorchamps and we aim to have hydrogen cars in endurance competition in 2024."

Following the presentation, a panel discussion then focused on the potential for new technology to create sustainable Motor Sport and Mobility.

Bryn Balcombe, Chief Strategy Officer for the autonomous Roborace series, outlined how the goals of the series could drive autonomous road technology in the future.

"We are trying to find something that is completely road relevant for the future," he said. "Motor sport is a proving ground for technology. It accelerates development. The autonomous car industry currently targets at the level of a human taxi driver in a city. Motor sport sets a completely different bar and that's what will accelerate things. It's not just fuel and powertrain, it should be everything."



Matthias Kässer of management consultants McKinsey added that the technological transformation taking place in transportation was unprecedented.

"There are four elements at play," he said. "We have electric, autonomous, connected, and shared. On autonomous we are looking for zero fatalities, on shared, a better use of assets. On connected, we seek a better user experience, and on electric, it's emission-free mobility. Those four things create change on an order of magnitude we have not seen. We are moving towards a mobility world where you have all kinds of new tech, all kinds of different mobility."

Francesco Romani, Compound and Formula 1 Material Development Manager at Pirelli said, even within tyre manufactures, technology was being employed to reduce pollution.

"Friction between tread and tyres is fundamental for road safety. It provides grip," he said. "But, on the other side, that friction causes particles. In air pollution, the influence of rubber and road particles is not huge but all tyre manufacturers are working hard on this topic as we need to understand the mechanisms that create these particles, and also because the level may grow. In the reduction of pollution, nothing is enough, we have to do more and more."

He went on to outline how Pirelli's Formula 1 programme aids with the research.

"In Formula 1, we run around 1.5 million kilometres per year. We measure the wear of every single tyre so we have plenty of data on conditions, wear, etc. Obviously, the formulations we use in F1 tyres are not suitable for road tyres but the principles are the same, so with all this data we can build models predicting the behaviour of a tyre. This is something we can transfer from F1 to tyres because of the similarity of the concepts. F1, and motor sport in general, is our lab."

Michael Shearer from McLaren Applied Technologies, pointed to his firm's use of F1 simulation tools to develop more efficient and reliable train systems.

Thierry Willemarck, Chief Executive Officer of the Touring Club Belgium and FIA Deputy President for Automobile Tourism and Mobility, pointed out that the drive for radical change often confuses consumers.

"There is a lack of vision and we see that in the decisions politicians take, such as forbidding internal combustion engines from 2030," he said. "if you apply a Formula 1 style ICE you are using just 1.2 litres of fuel per 100 kilometres. It is up to us as the FIA to help consumers get a clearer view."

"In 20 years, EVs will only represent 15-20% of usage. If all of the manufacturers produced them they will never have enough sales volume to pay off the huge investment," he added. "We are very concerned about the affordability of mobility. A Tesla is not affordable to the average consumer."



Finally, the panellists were asked for their vision of the future. Michael Shearer pointed to better understanding of end-of-life solutions for batteries and sustainable energy generation and storage, while also showing McLaren's vision for future racing on a track featuring induction coil charging and shapeshifting aerodynamics. Thierry Willemarck said that the great unknown of electric vehicle proliferation – energy creation and large-scale storage – would need to be solved, while Francesco Romani looked to a multi-modal transport future.

FUELLED FOR THE FUTURE

Momar Nguer, President Marketing and Services at energy giant Total, explains how fuel diversification will be the key to transportation in the coming decades.



Q. In terms of translating the scale of the issue of future energy, what's the importance of coming to an event such as this that brings together Sport and Mobility Organisations from around the world?

A. For Total, it's very important. We are talking about motor sport and mobility. One cannot dream of a better platform for your products than the motor sport industry. That's where all of us bring the best of our technology. Motor sport is a world of passion and it's a nice way for us to make the link between the brand and the customers, and this is where they meet.

In terms of mobility, everybody is being asked 'what is your mission?' Our mission at Total is to allow people to move. That's our ultimate goal, and hence the importance of mobility for us and why I was so glad to participate in this Conference.

Q. When looking at the future of energy, what are the issues that concern us, and your company in particular?

A. The question is: 'How are we going to cope with a population where today you have 1.2 billion light duty vehicles that will double between now and 2040?' There is no way that we are going to say to Africans, to Indians, to the Chinese, who do not have the same number of cars per family as us in Europe, that they must do without cars. How are we going to accommodate that doubling? How are we going to contribute to the reduction of emissions?

Where we are heading to is a situation whereby we need to provide multiple sources of energy to the population. At Total, we must be ready, and we are getting prepared for that.

If you want to use natural gas in your vehicles we must be able to provide you with that. We've decided that come 2022, in five countries in Western Europe, we are going to have

300 service stations that are going to provide natural gas for vehicles. In the United States, we decided to buy a 25% shareholding in a company, on the west coast in California, that is very active on clean energy and on gas for trucks.

On electricity, we will need to provide charging points. They are going to charge at home, they are going to charge in public spaces, at the roadside, at the office, and at service stations. I must be able to tell customers that I will be able to provide them with clean and affordable energy.

Q. Where do fossil fuels fit into that picture of diversified energy types in the coming decades?

A. What we see is that by 2040 we will probably have 30% of vehicles that will be fully electric, and that will be in China, in Europe and in the US. The rest will be fossil-fuelled – be it gas or gasoline, or diesel.

However, you are going to see fossil fuels that are much cleaner. In our scenario, between now and 2040, consumption will increase only by 1 million barrels per day because of energy efficiency, because of EVs. And if you consider that we will have cleaner fuels than those we have today, I think we can be quite optimistic about the way things are going to progress.

Q. Looking ahead, what's your vision for the distribution of fuel and energy in 2050?

A. First, I think in terms of the type of fuels. We will still have fossil fuels, but they will be cleaner. We will have electric and we will need to be able to provide a charging point at a reasonable distance from wherever people live or work. On hydrogen, we will probably see that on trains. Natural gas and electric will be used more on trucks. It will be multi-channel distribution but that's what we will need, and we must be ready to bring them whatever energy people require.

“ If you consider that we will have cleaner fuels than those we have today, I think we can be quite optimistic about the way things are going to progress.”

DEVELOPING DRIVERLESS RACING

Bryn Balcombe, Chief Strategy Officer for Roborace, talks about the first driverless electric racing series and the development of autonomous technologies.



Q. Why have you created a racing car that doesn't need a driver?

A. At Roborace, our focus is on pushing the limits of technology and showcasing the benefits of those innovations to the public. Motor sport has always provided the perfect proving ground for technology. It's also always been a perfect environment to build public trust.

Today, artificial intelligence (AI) and robotics are reshaping the way we think about mobility. Over \$100bn has now been invested in the race towards fully autonomous vehicles. Roborace was created to accelerate these innovations, build public trust in their reliability, and speed up their global adoption. The goal is sustainable, secure, and safer global mobility.

Q. How are the plans coming along for the Roborace series?

A. We've now completed live public demonstrations in New York, Montreal, Hong Kong, Marrakech, Buenos Aires, Rome, Paris, and Berlin. Last summer we also helped Goodwood celebrate the Festival of Speed's 25th Anniversary with the first ever autonomous run up the hill.

The next two years, Season Alpha and Season Beta, are focused on aiDriver software development. Events are being structured as part "reliability test", part "technical challenge", and part "drivers test" forming the foundations for the final part of "racing". The target is competitive wheel-to-wheel aiDriver racing during Season Alpha which also involves the evolution of the way traditional motor sport sporting regulations are written.

Q. Where does a driverless series fit in with the sport of motor racing?

A. It's complementary and yet somewhat contradictory when you consider that there is always a "driver" in a "driverless" car — it's simply that in our case the driver is silicon and software rather than skin and bone. On track, because Roborace cars are identical, driver skill is the only performance differentiator.

Beyond the similarities, there is one major difference. Roborace is uniquely positioned for the esports generation. Not simply through sim-racing or ghost-racing during live events.

It's often overlooked that Roborace has already bridged the divide between the physical and digital worlds. In fact, all aiDrivers only exist in the digital world and must use sensors and actuators to access the physical world. The shift of driver perception, decision making and action into the digital world is simple, yet fundamental. It's what makes aiDrivers susceptible to hacking, which is why "security" is a critical pillar of future mobility.

However, this shift to the digital world is also what enables Roborace to create unique entertainment experiences. Experiences in which an aiDriver in a physical Robocar can race and react to a virtual esports racer as if it were physically present — while at the same time the esports racer sees the Robocar as virtually present.

That fusion of the real and virtual worlds together will fundamentally change perceptions of motor sport for the next generation of fans, spectators and competitors.

Q. How far away are we from a completely autonomous driving experience on the roads?

A. Some may say it's already here in experimental vehicles. Others want to see deployment at mass scale before we can say it's arrived. Others consider SAE Level 5 the benchmark which implies the car can drive under all driver-manageable on-road conditions and pushes the horizon out to 20 years or more.

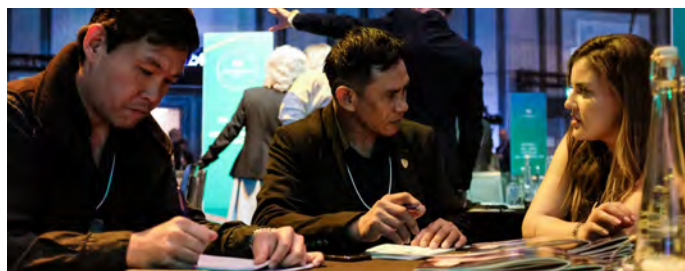
At Roborace we believe that, whatever the estimates, motor sport will bring the horizon closer by accelerating innovation.

“ Motor Sport has always provided the perfect proving ground for technology. It's also always been a perfect environment to build public trust.”

NETWORKING SESSION

MEET THE FIA FAMILY

The 'Meet the FIA Family' Networking Session provided an opportunity for Club delegates to obtain first-hand information on FIA programmes and services, and to discover how they can get involved and take ownership of them.



SHAPING THE FUTURE OF MOBILITY

David Zipper, Resident Fellow of the Urban & Regional Policy Program at the German Marshall Fund, talks about new mobility forms and solutions, and the importance of public-private partnerships.



Q. You often help city leaders develop roadmaps for the deployment of new mobility forms and solutions. What are the key challenges cities face within this process?

A. There are many, but I will share two that immediately spring to mind. First is the challenge of dealing with new mobility companies that ask for “forgiveness” after illegally launching their product (like electric scooter companies) instead of “permission” that comes with adhering to a city’s regulatory process. One way cities can manage this tension is to adopt clear regulations that eliminate grey areas – like the legality of sidewalk drones – that could be exploited by tech companies.

The second is the challenge that comes with the mismatch between tech solutions and the most urgent problems that cities face around mobility. It is not clear if cities are clamoring for integrated smart cities platform solutions, though many are available. On the other hand, cities would welcome integrations across transit payment apps and private mobility services, though these are rare.

Q. New technologies have profound impacts on public transit, parking, equity and inclusion in our cities. How do cities deploy transport technologies in an efficient way? How can they measure the impact they carry on the entire urban mobility ecosystem?

A. Unlike private mobility providers, public transportation is responsible for pursuing social goals around congestion mitigation, equity, and pollution reduction. Public transportation also allows cities to move the maximum number of people with a minimal geometric (and environmental) footprint. For these reasons, public transportation will remain the backbone of urban mobility networks, no matter which new tech solutions emerge.

Private mobility companies (electric scooters, ride hail, etc) can augment public transportation systems, thereby improving

regional mobility networks, but we should hold them to a high regulatory standard to ensure their growth aligns with public goals. In the case of modes like ride hail, there may be a divergence between public and private visions of “success”.

Q. In a shared economy, who will own cars?

A. Those in rural areas and exurban areas will probably always need their own personal vehicle. In metropolitan areas car ownership may become something of a luxury good or a hobbyist’s toy, with middle-class households concluding that the costs outweigh the benefits, given other mobility solutions available.

Q. What are the key ingredients to activate fruitful public-private partnerships in urban mobility? What should be a regulatory approach to new mobility players and new services?

A. The public has to be clear and specific about its goals (around equity, congestion reduction, safety, or something else) and communicate these to private partners. Because new mobility technologies emerge and disappear so quickly, wise city officials will regulate based on modes’ speed and size, not on the particular form (i.e., E-scooters or dockless bikes).

For its part, the private sector needs to share its data – not just to show compliance with regulations, but also to enable regulators and planners to improve urban mobility networks.

“ *The public has to be clear and specific about its goals and communicate these to private partners.* ”

TALKING ABOUT A REVOLUTION

As the concept of Smart Cities gains increasing practical momentum, how can the flood of data being generated be leveraged to build better urban environments?



The opening Mobility Plenary Session of this year's joint FIA Conference focused attention on the wealth of data being generated by new mobility systems, and the opportunities that information generates for cities, transport providers, and Mobility Clubs.

Introducing the session, Andrew McKellar, FIA Secretary General for Automobile Mobility and Tourism, said that the changes taking place in urban mobility have been identified as a fundamental aspect of the challenges facing FIA Mobility Clubs. He added that the FIA Smart Cities initiative was created to generate discussion around the issue and to

promote the development of solutions to this challenge. "It is a key part of our platform to build information for Clubs to help create safe and sustainable mobility in cities around the world," he said.

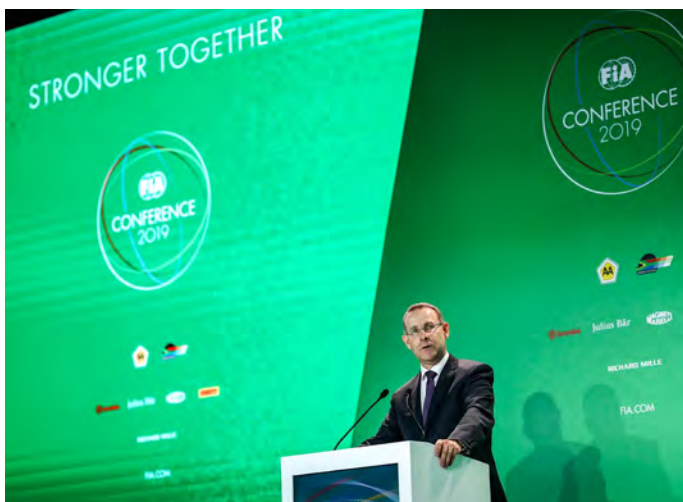
"One of the points of focus is the prevalence of data," he added. "More and more data is accessible in real time in cities – from moving vehicles, people carrying smartphones, from buildings, from infrastructure. The real power that comes with that is the power to use and interpret that data.

"If our Member Clubs can make sense of that data and respond to it in real time, recognise how to connect with members as well as how to deliver services, and understand where the flow of goods and service is occurring, they will be well positioned."

He then introduced David Zipper, Resident Fellow, Urban and Regional Policy at the German Marshall Fund, a US public policy think tank dedicated to promoting cooperation and understanding between North America and Europe, who gave a presentation outlining some of the development taking place in the Smart Cities arena and in particular in the area of Mobility as a Service (Maas).

Zipper outlined the pace of change within cities, pointing to the sudden growth in electric scooter use in cities around the globe as an indicator of the rapidity with which new systems emerge within urban landscapes.

"Until 10 years ago, we had fixed numbers of ways of moving



around cities," he said. "You could walk, drive, take transit or ride a bike. That all changed about 10 years ago with bike-sharing and car-sharing, and now we have micro mobility of all kinds. All these systems have been made possible by smartphones, better batteries, cloud computing. All these services rely on data."

He went on to detail the benefits data-driven transport can have in bringing about true Mobility as a Service, citing the development of provider-owned apps that link transport systems together, such as the upcoming roll out in Denver, Colorado, of an app by Uber that allows users to not only hail rides but also to buy public transport tickets. He added that similar apps, though either public-owned (such as in Berlin), or via neutral third parties (such as Helsinki's 'Whim' app) are helping to shape a connected future that enables integrated journeys across a wide range of transportation types.

Zipper then chaired a panel discussion that delved into issues surrounding the definition of Smart Cities and the implementation of MaaS systems.

Karen Giese, Smart Cities Programme Manager at Siemens pointed to the disconnect between private enterprise trying to create a market and city officials, who might take a more conservative approach to innovation.

"There is a big gap between the people providing new technology and policy-makers, and we have to bridge that gap," she said. "Cities have a challenge as very often they are seen as not progressive but they have a responsibility to safeguard themselves."

She said progress had been made on the disparity in recent years through the increasing use of analytics. "What we've seen is a trend in using a lot of the analytical tools by service providers as that's a great way of demonstrating how a system can be integrated. From a policy-making side that allows agencies to see what the potential impacts are and it allows them to do 'what-if' scenarios. We've seen a rapid escalation in the use of analytical capabilities and simulation tools in the last five years."

Denis Coderre, former Mayor of Montreal and FIA Adviser for Urban Mobility, insisted that the gap between providers and policy-makers is a space in which FIA Member Clubs should be working.

"Clubs have a great role in this," he said. "The credibility of an institution is key to making sure we enhance the quality of life of people and I think the status of Clubs offers an amazing springboard to bring people together."

The thought was echoed by Ferry Smith, Chair of the FIA Policy Commission and International Public Affairs Director of ANWB, Netherlands.

"What we have done in the Netherlands is find a mobility alliance, featuring 24 different organisations, that helps to

shape our vision. I like to use the term pathfinders and followers and I would be enormously grateful if the FIA picked up that role of a pathfinder."

Kari Eik, OiER Secretary General, United Smart Cities Programme added: "The FIA has such outreach. There are a lot of things you can do towards helping to implement solutions because it is so slow. The solutions are there but we are waiting and waiting. The FIA has a great opportunity to bridge that gap between providers and policy-makers."

Looking towards less developed cities, Mustapha Bakkouri, President of the Casablanca Region of Morocco, said that across Africa, and, in particular in Morocco, the issue of creating smarter cities relies more on infrastructural development.

"We need better infrastructure to improve competitiveness," he said. "Opening up the country, we have just launched an African TGV, that is new for this continent. So even before mobility, it's infrastructure and services. This has an effect on all kinds of mobility."



EMERGING AFRICA

The FIA Conference 2019 got underway with the first Sport Plenary Session, the focus of which was 'Emerging Africa' – with special emphasis on the development of motor sport across the continent.



To set the scene for the challenges faced by African motor sport, keynote speaker Sebastien C. Dessus, Program Leader for Equitable Growth, Finance and Institutions at the World Bank provided an overview of the region from the economic perspective.

"In emerging (Sub-Saharan) Africa, countries are faced with many challenges and opportunities, for example demographic transition, governance, women's development, adaptation to climate change, urbanisation, digital revolution and education, integration into global value chains, and macroeconomic stabilisation."

Dessus indicated that things are moving in a positive direction. "Some African cities are adopting more efficient transport solutions and there are other signs of progress. But much remains to be done and we need both public and private financing to fill the gap."

Moving on to the motor sport perspective, the speakers for the panel discussion were Tschops Sipuka, Driver and Presenter for African TV channel SuperSports; Baba Epega, Chairman and Founder, EMC3, Ogun State Motorsport; Wayne Riddell,

Sporting Services Manager for Kyalami Racing Circuit; and Jutta Kleinschmidt, President of the FIA Cross Country Rally Commission.

South Africa has an illustrious history, witnessing its first Grand Prix in 1939 at the Prince George Circuit, which is still the fastest in the African continent and retains its original layout.

For Kleinschmidt, the only woman to win the Paris Dakar Rally, Africa was where it all began. "Africa inspired me to start my career, so it was very important to see the Dakar Rally coming here. After doing more than 18 Dakars when it was still in Africa I am very familiar with the country and the potential here is huge."

Sipuka knows Africa's motor sport landscape inside out. "The African continent is driven by a population of 1.2 billion, and motor sport can be at the heart of that. But traditional motor sport on a worldwide basis is having to look at ways of reinventing itself to become more attractive to spectators, sponsors and to broadcasters.

Riddell explained: "One of the fundamentals is that the youth

are not exposed to motor sport in the way that I was. I was almost born at a race track and I've spent all of my life there with my father, so for me it's in-bred. The closest the next generation can get to it is when they reach their teens and have access to social media. We need to try to engage with young people, because youth is where our future is."

So what are the key areas of focus needed to develop, particularly at a grassroots level?

"Digital media is becoming increasingly important and needs to be effectively harnessed to ensure sustainability in the future," said Sipuka. "Online gaming is also a huge factor amongst youngsters and opens up new possibilities to the younger generation in the mainstream of motor sport."

Women's participation in motor sport is also starting to gather momentum, with three high profile examples – Tasmin Pepper in Single-Seaters, Fabienne Lanz in Karting and Claire Vale in Drifting.

With Africa recently hosting its first FIA World Rallycross Championship event and talk of the return of F1 and WRC to the region, motor sport on the continent looks set for a bright future.

"We don't lack the manufacturers, we don't lack the capacity, we definitely don't lack the talent," said Riddell.

Epega, currently building West Africa's first ever FIA grade circuit, said, "From a Nigerian perspective, we have the right experience and there is a huge appetite in the country, as well as major financial opportunities. We need to be clear about what we want to achieve and instead of talking about it, just make it happen."

Looking to the future, what is the commercial potential for having F1 return to Kyalami? A new owner has invested heavily in the circuit to the value of R545 million so far, with 12,000 tons of asphalt laid to create a new layout in 2016.

Riddell confirmed the region's appetite. "I don't think there's a single person here who doesn't want it, but to get proper investment, we've got to get a three- to five-year programme in place."

While F1's return to the continent is a little further in the future, more imminent is the attempt to break the land speed record by exceeding 1000 mph. This is planned to take place this year here in South Africa at Hakskeen Pan in the North Western corner of the country. In the breakout session that followed, pilot and current world land speed record holder Andy Green outlined the aim of the project. "It's all about innovation, grabbing people's attention and demonstrating how exciting technology can be."



TESTING AUTONOMOUS VEHICLE TECHNOLOGIES ON THE AFRICAN CONTINENT

On the first day of the Conference, FIA President Jean Todt, South Africa's Minister of Transport Dr. Bonginkosi Emmanuel Nzimande, and Chairman of the Automobile Association of South Africa Sikkie Kajee, inaugurated the Navya Electric Autonomous Shuttle that allowed delegates attending the FIA Conference 2019 to commute between the different venues of the event during the whole week.



Autonomous transport technologies have the potential to change the act of driving and the perception of mobility. The FIA has long acknowledged the benefits these could bring to revolutionise transport systems, making them cleaner, safer, and more accessible, especially in urban areas.

By proposing the Navya Electric Autonomous Shuttle service to the attendees of the FIA Conference 2019, the Federation asserted its commitment to accompany its Member Clubs, and all road users, in the journey towards the adoption of driverless vehicles. The launch event was the occasion to highlight the opportunities and challenges of these innovations, the necessity to develop and monitor independent trials in real conditions to build user confidence, and the regulatory changes required for these new vehicles to safely transition to the road.

This demonstration in South Africa was one of the first trials on the African continent where the road mortality rate is almost 50 percent higher than the world average, and 85 to 95 percent of the fleet is made of used vehicles. FIA President Jean Todt welcomed the initiative and encouraged authorities

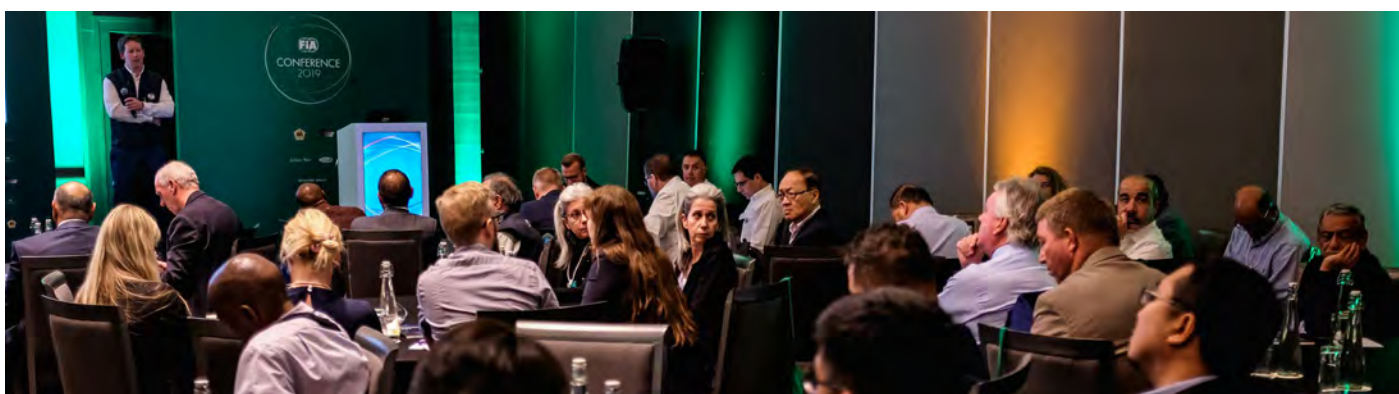
to adopt strategies for automation to address these mobility challenges. "Autonomous transport can have an important impact in tackling some of the pressing issues that local and regional authorities are facing, particularly in the areas of road safety, congestion and air quality. While there is much potential behind this new technology, understanding the effect it will have, and how it can be best deployed, is an important step to ensure informed and appropriate decisions are taken. I am pleased to see that the FIA Conference offers an interesting opportunity for South African authorities to test automated transport technologies and identify potential use cases for their cities, in line with sustainable urban mobility objectives", he said.

Chairman of the Automobile Association of South Africa, Sikkie Kajee, shared the Association's perspective on vehicle automation as being one of the most disruptive trends transforming modern transportation systems. "The world of mobility is fast changing, with technologies evolving at a rapid pace. As South Africa's leading consumer mobility organisation dedicated to meeting the needs of all road users – not only motorists – we are extremely excited to be part of the demonstration of the first autonomous, commercially available, electric vehicle in Africa. It is exactly this type of technology we believe will in the future contribute to affordable, reliable public transport across the continent, which is essential for sustained and meaningful economic growth."



RALLY SAFETY

The Sport Workshop on Rally Safety saw the presentation of the new FIA Rally Safety Guidelines, with a particular focus on spectator safety and capturing the latest best practice from the FIA World Rally Championship in a format that is also relevant to national rallying around the world.



FIA SPORT GRANT PROGRAMME

In the Sport Workshop on the FIA Sport Grant Programme, the Grants team delivered a brief refresher on the Grants cycle and provided information on topics from the registration stages up to the administration of the contract.



SPORT WORKSHOP

RELATIONS WITH GOVERNMENTS

Former UK Cabinet Minister, the Right Honourable Lord Peter Hain, and FIA Deputy President for Sport Graham Stoker drew on their vast public affairs experience to explain to Clubs how to ensure Governments listen and recognise the importance of the FIA's agenda.



MOBILITY WORKSHOP

FIA VISION & VALUES

The opening Mobility Workshop honoured the commitment made in the President's speech during the 2018 Annual General Assembly in Saint Petersburg to consult the Clubs on the FIA Vision and Values. Go to page 46 for the conclusions of both Sport and Mobility sessions.



OFFICIAL INAUGURATION

FIA MOTOREX



The traditional ribbon-cutting ceremony was held to inaugurate the FIA Motorex, where a record of 40 companies exhibited their products and services linked to Mobility and the Motor Sport industry.





SUN CITY
29 APRIL – 03 MAY

TUESDAY 30 APRIL 2019

MOBILITY PLENARY - Moving One Step Further: Better Advocacy for Improved Road Safety

Q&A WITH JAMES GOODWIN - Testing Times

SPORT WORKSHOP - Meet the FIA's Regional Training Providers

MOBILITY WORKSHOP - FIA Smart Driving Challenge

SPORT PLENARY - Driving Talent

SPORT ANNOUNCEMENT - FIA Motorsport Games Unpacked

MOBILITY WORKSHOP - How to Deliver Result-Oriented Projects?

SPORT WORKSHOP - Girls on Track

Q&A WITH RITA McGRATH - Strategies for Innovation

MOBILITY PLENARY - Remaining Relevant in an Ever-Changing World

SPORT PLENARY - Developing Nations

Q&A WITH THE RIGHT HONOURABLE LORD PETER HAIN - Engaging With Governments

MOBILITY WORKSHOP - Leveraging New Members Through Services Automation

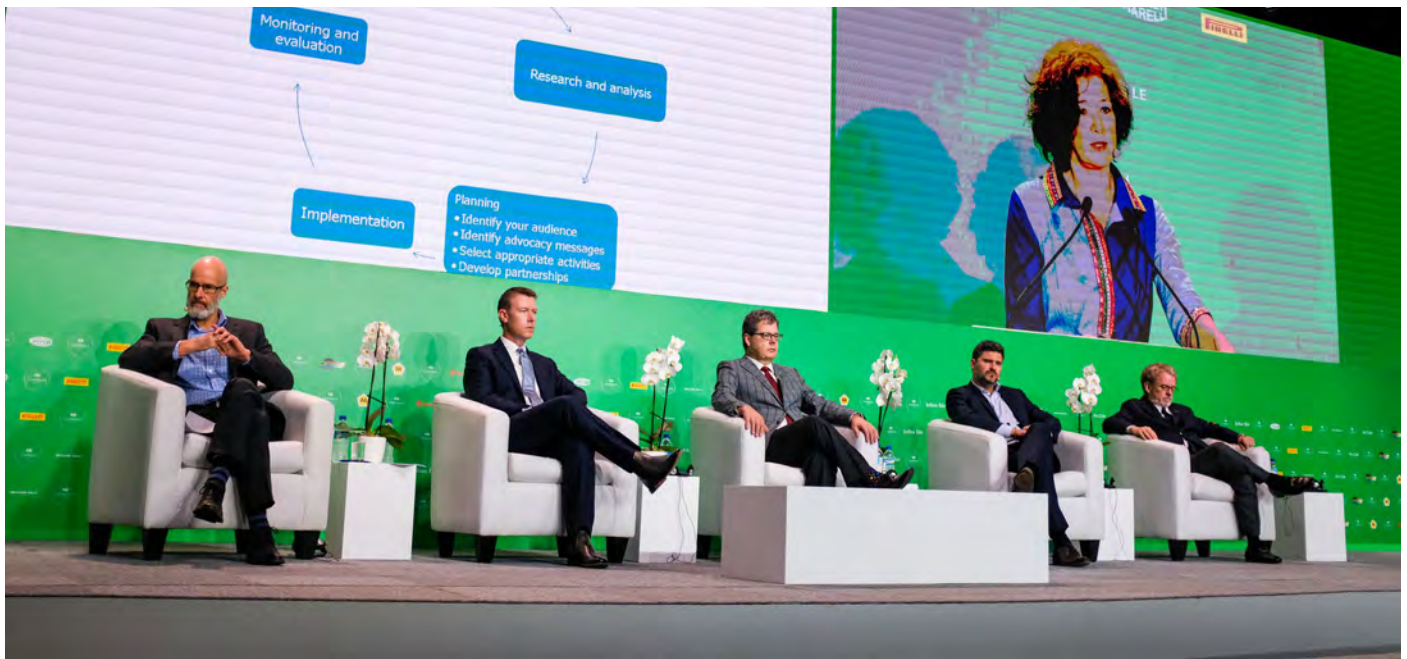
SPORT WORKSHOP - FIA Vision and Values

MOBILITY INSIGHT - Siemens on Urban Mobility

FIA ROAD SAFETY AWARDS

MAKING AN ADVOCACY IMPACT

The second Mobility Plenary Session focused on the steps necessary for creating better road safety campaigns.



The session began with moderator Lotte Brondum of the Global Alliance of NGOs for Road Safety outlining the key elements of the Advocacy Circle, a roadmap designed to help organisations build better advocacy efforts.

She took delegates through a five-step programme starting with need assessment, whereby the issue is defined and responses planned. This is followed by a research and analysis phase in order to build a strong, data-led case for the issue in question to be tackled.

The third phase involves a planning stage, during which key messages are formulated, target audiences are identified, activities shaped, and essential partnerships formed. The fourth stage involves implementation of the campaign, and the fifth and final element revolves around effective monitoring and reporting of the strategy's impact.

To illustrate each stage of the circle, Brondum was joined by experts from Clubs and advocacy organisations from around the world.

Simon Douglas of the New Zealand Automobile Association (NZAA) began by presenting his Club's work on the issues of alcohol interlocks and impaired driving.

An alcohol interlock is a breath-testing device wired into a vehicle's starting system. If alcohol is detected on the driver's breath, the vehicle will not start. Application of the device to the car of drivers convicted of drink-driving was introduced as a sentencing option for courts in New Zealand from September 2012. However, in the wake of the legislation, the NZAA found that rates of interlock sentencing were exceptionally low and thus launched a campaign to have the legislation reviewed. In establishing the need for advocacy on the issue, Douglas said the Club identified three key requirements.

"Firstly, we needed to look at evidence of the effectiveness of alcohol interlocks, then we needed to see evidence of the size of the problem, and lastly, we needed evidence of a sentencing shortfall. We need to become the absolute experts on interlocks."

To bring that information together, the Club turned to the AA Research Foundation established in 2011 as a dedicated way for the NZAA to invest more into road safety research. The Club's advocacy contributed to a change to legislation in July 2018, with interlocks becoming mandatory in sentencing of serious drink-driving cases.

James Goodwin of ANCAP, then spoke about the Australian new vehicle testing organisation's campaign to highlight the dangers of older vehicles.



Research suggested that the oldest vehicles in Australia's fleet (built in 2001 or earlier) account for 20% of the fleet, but are involved in 33% of fatalities. By contrast, new vehicles (built between 2012 and 2017) account for 31% of the fleet, but are involved in only 13% of fatalities.

ANCAP's campaign to highlight the problem proved to be an enormous success, with an audience reach of over 15.6 million people. Goodwin explained that the strong impact had been achieved by establishing the right partnerships. ANCAP worked in association with FIA Member Clubs and States across Australia, with the campaign being tailored to each region. "What we presented was a toolkit for partners to tailor to the particular needs of that State."

Philip Purnell, HOD Public Affairs at the Automobile Association of South Africa, then presented the Club's #Walksafe programme to illustrate the importance of targeting the right audience in the right way.

The #Walksafe campaign is aimed at school children, providing road safety education and messaging, but Purnell insisted that it was only through research, engagement with schools, and creative thinking with regard to the target audience that the programme achieved great success.

Following consultation with education authorities and teachers on the ground, the programme prioritised four aims: the delivery of teaching plans; the provision of reusable materials to ensure longevity and reduce costs; the need for interactivity; and the establishment of learning integration options.

He also said that the key activator for the advocacy programme had been a will to bring about real change. "If you're not making a change you're not improving things," he said. "Coming from a position of change allowed us to have a real conversation and, before we were finished, traffic calming measures were in place."

Marc Fancy, Executive Director of the Prudence Foundation, the community investment arm of the Prudential insurance company in Asia, also spoke about the need to establish strong partnerships to ensure positive outcomes.

Launched in 2016, the Foundation's 'Safe Steps' campaign features a series of public service announcements that aim to raise road safety awareness.

Fancy said that the key to the success of the campaign lay in the strong partnerships secured with the Fox TV network in Asia, Actress, Producer and UNDP Goodwill Ambassador Michelle Yeoh, as well as governments, NGOs and major corporations. "We reach 102 million households across Asia," he said, "and we run Safe Steps every single day."

He added that in a recent development, the Foundation has been approached by Cartoon Network to develop a child-focused version of the campaign.

Finally, Greig Craft, President of the AIP Foundation, spoke of the need for thorough monitoring and reporting, using the two-decade long campaign for increased helmet use among motorcycle riders in Vietnam as an example.

After campaigning on the issue for many years, in 2007 Vietnam enacted a universal helmet law making the wearing of helmets mandatory.

Since then, Craft said, monitoring of uptake levels and safety improvements has been constant, enabling further data-led campaigning resulting in changes such as the introduction of the mandatory use of helmets for children aged six and older. "In just over 10 years, US\$3.5 billion has been saved, half a million head injuries have been prevented, and 15,302 lives saved."

The session was brought to a close by Saul Billingsley, Executive Director, FIA Foundation, who said that for him the key takeaways from the session were the need to build a compelling case, commitment to see a campaign through over a long period of time, and the ability to think differently in the formulation of engaging advocacy.

"I think the final takeaway for us all is about the power of partnership and the power of the FIA Family," he said. "We have a strong FIA network that is delivering on the ground. The theme of this week is stronger together and what our speakers have shown is that we are powerful individually, but we are undoubtedly stronger together."



TESTING TIMES

As five-star safety-rated vehicles become the norm, and with autonomous mobility on the horizon, it would seem that the work of NCAPs might draw to a close. But as James Goodwin, CEO of the Australasian New Car Assessment Programme (ANCAP) explains, new mobility offers as many testing challenges, if not more...



Q. We've come a long way since new vehicle testing began in earnest in the early 1990s, and now the majority of new cars tested in developed countries such as Australia are five-star rated. How do you engage with an audience that now expects that standard as a given?

A. It's true, people expect vehicles to be safe and they may not be prioritising safety when they go to buy a new vehicle, so we have to make sure they continually prioritise safety. This means we have to look at new ways of communicating with people. That's how we stay relevant. What we have done recently is change the protocols to test and assess automated features that are in vehicles. We hope that cars won't crash but the technology that is going to stop the vehicle still needs to be tested and independently assessed. That's the role an NCAP plays.

Q. Less developed countries have a different set of problems – chiefly involving unsafe vehicles being sold in their market. One of the things the FIA High Level Panel for Road Safety is trying to do is to establish a set of minimum standards globally. How can NCAPs play a part in that?

A. What we see is vast differences in different regions, surprisingly coming from the same brand. That's not a good thing. The life of a person should have the same value no matter what region a vehicle is sold in. The role of NCAPs is to call out our vehicle manufacturers if they're not providing the safest vehicle they can in that marketplace. There is a complimentary role between regulation and NCAPs. Regulation is good and important, but it's the baseline. So in developing countries where they may have low standards we're urging them to lift their game. Minimum standards are the goal.

NCAPs also have an important role, in whatever region, to use the marketplace. The automotive industry is very competitive, so we need to educate consumers that they should be demanding safer vehicles so that they will ask for them when they are in the dealership. We're also working with corporate and fleet buyers. They have a very big influence in the way vehicles are supplied to a particular market. We urge them to demand this sort of technology in their vehicles because a vehicle is a workplace for many people.

Q. There are many new players coming into the ride-sharing market. There seems to be no way of ensuring that the vehicle you hail through an app is entirely safe. Is there a role for organisations such as NCAPs to play there?

A. We want safer vehicles for everyone, whether you own the vehicle or use one. That's our new message and that's the way NCAPs need to stay relevant in this changing marketplace.

NCAP in Australia and New Zealand has launched a campaign called 'Safer Rides', which is about encouraging people who may not even have a driving licence to prioritise safety when they are ordering a ride share or when they're getting a taxi or even when getting public transport. We need to look at the whole mobility sector to decide what is the safest and most affordable route available to you.

We need to put the pressure on these ride-share and car-share companies as well. Uber in Australia has had some great success and from October 2019 all vehicles that in the Uber network need to be five-star NCAP safety rated. This is where influence is important and leadership too.

Q. We're heading towards the era of autonomous mobility. Does that mean the work of NCAPs is done?

A. What we want to do is eliminate road trauma, but we know that we are some decades away from that. We are seeing full autonomy with shuttle buses going around university campuses, hospitals and airports. But it's going to be some time before you will be replacing your average family vehicle with a full autonomous.

In the not too distant future we're going to have a very mixed fleet. We will have fully autonomous vehicles and semi-autonomous vehicles, and they're going to be sharing the roads with vehicles with no levels of automation. What we don't want to see is an increase in serious injuries or fatalities on the road because of that mixed fleet.

So as we said, the role of NCAPs going forward is to test these automated features, to make sure they do work, to test the manufacturer's claims and also that if you are a passenger in a fully automated vehicle that you are as protected as you would be in the vehicles we see now, or even more protected.

SPORT WORKSHOP

MEET THE FIA'S REGIONAL TRAINING PROVIDERS

The 'Meet the FIA's Regional Training Providers' Workshop gave ASNs and ACNs the opportunity to hear first-hand about the Federation's training and development services, usually supported by a Sport Grant.



MOBILITY WORKSHOP

FIA SMART DRIVING CHALLENGE

A Mobility Workshop introducing the FIA Smart Driving Challenge explored the benefits to Clubs of hosting the initiative and facilitated an interactive discussion.



CREATING SPORTING CHANCES

The second Sport Plenary Session of the FIA Conference 2019 again delved into the future of motor sport — this time the focus was on how to develop talent and attract more young people into the sport.



The panel of drivers and experts discussed the best ways to not only find talented drivers, but to also ensure that the best drivers rise to the top. So who better than F1 driver Charles Leclerc to address the delegates through a video message, providing food for thought from the drivers' perspective.

Tom Kristensen, nine-time Le Mans winner and President of the FIA Drivers' Commission, believes that Leclerc's passion aided his meteoric ascent to motor sport's pinnacle. "Charles is the outstanding driver of the moment, but he's also a shining example. He sets out to be a racing driver and he's gone the right way about it. It's a path that has worked for him. The ASNs play a big part in detecting talent, then we must listen to the drivers to find out what works for them as individuals."



Obvious talent aside, Leclerc's journey was in fact less than easy, with a lack of funding threatening to put the brakes on his ambitions.

Giniel de Villiers, racing driver and the first South African to win the Dakar Rally, reflected on his own experience of coming up through the ranks. "The entry point into motor sport is expensive and we need to find ways to make it more accessible. The sport needs to be showcased at school age, just like other sports. If we can get that right, we might see a few more Charles Leclercs going forward."

Elijah Mpho Gumbi believes that for a continent like Africa, that has only ever been exposed to Football and Cricket, the key is finding new ways to make motor sport shine brightly. As CEO of Squadra Corse, which has worked with disadvantaged communities to introduce motor sport and help nurture talent, he believes that social media is helping. "Drivers like Charles and Lewis are doing a great job with their own channels. They are role models that resonate with the kids we work with."

Volkswagen Motorsport South Africa has been running a driver academy for the last three years and its Motorsport Manager Mike Rowe says the continent is making big strides in attracting young people into motor sport. "We're reaching more people and have a great platform that includes driver coaching and dealing with media, in addition to the racing. So we're doing as much as we can to educate the youngsters on the broader picture of participation."

Two rising stars joined the stage to provide the audience with a youth perspective. 17-year-old F4 driver Stuart White had an early introduction to motor sport thanks to his father racing in Cross Country Rally, but he acknowledges that it's hard for young people without that direct connection. "This path is a big sacrifice for families, so we're grateful to the FIA and the MSA for working hard to build the grassroots disciplines."

14-year-old Karting star Kwanda Mokoena believes that shining a light on the discipline is the key to attracting young people. "Karting is just the beginning, but it's where you find the confidence to aim higher."

The panel also highlighted the growing significance of esports and electric karting, which provide accessible and sustainable racing at the grassroots level. De Villiers commented "These new disciplines are developing at a phenomenal rate and will contribute a great deal to detection in the future."



FIA MOTORSPORT GAMES UNPACKED

The FIA Conference provided the ideal platform for the FIA to announce an exciting new innovation: an international, multi-disciplinary FIA Motorsport Games.

There is nothing quite like the feeling of victory, except perhaps the feeling of winning while representing a country in international competition. The FIA Motorsport Games will be held annually and will bring drivers from six key disciplines – GT, Touring Car, Drifting, Formula 4, esports and ekarting – together into a single event to compete under their national flag.

The inaugural Games will take place on 31 October to 3 November at Vallelunga, with an opening parade to be staged in the centre of Rome, putting motor sport fans as well as the general public at the heart of the celebrations.

The format comprises a full day of free practice on Friday, two days of racing on Saturday, followed by a Prize Giving and Closing Ceremony on Sunday evening. A new host venue will be selected each year.

Frédéric Bertrand, FIA Circuit Championships Director, outlined the Federation's vision for the Games, which was met with great excitement by the Clubs represented in Sun City.

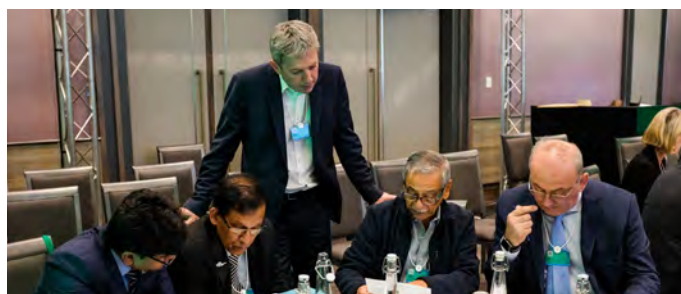
Entries for the Games will open from 1 July and close on 14 September.



MOBILITY WORKSHOP

HOW TO DELIVER RESULT-ORIENTED PROJECTS?

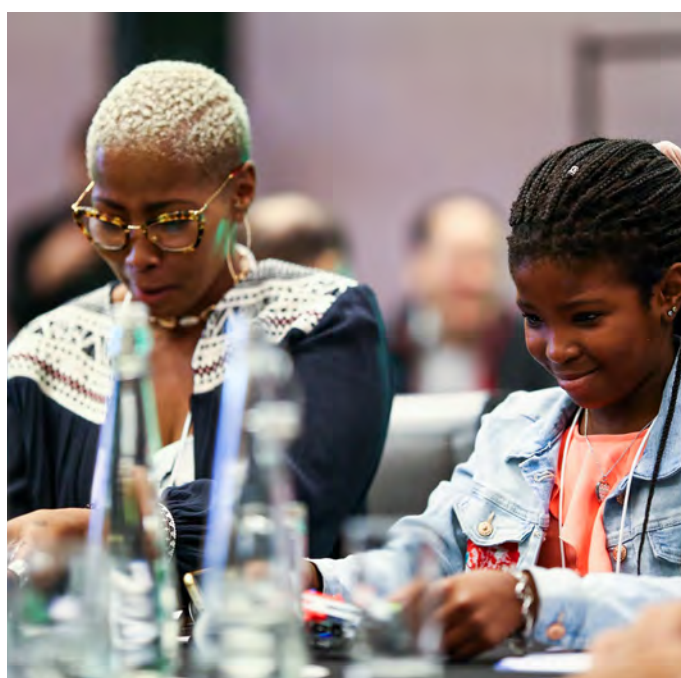
This Mobility Workshop provided delegates with practical knowledge on project monitoring, together with case studies of specific projects funded under the FIA Road Safety Grants Programme.



SPORT WORKSHOP

GIRLS ON TRACK

A toolkit was provided to ASNs with all the information required to implement the 'Girls on Track' programme at a national level.



STRATEGIES FOR INNOVATION

Rita McGrath, Colombia Business School Faculty, gives her insights on how to build effective strategies to make technology innovation thrive.



Q. With exponential digital and technology innovation, companies are facing both constant business disruptions and new market opportunities. In these volatile environments, how can they develop a sound strategy that will make them thrive?

A. In my previous book, *The End of Competitive Advantage*, I laid out what I call a new playbook for strategy. I have elaborated on that in my new, forthcoming book, *Seeing Around Corners*. Today, good strategy is based on an intimate understanding of the customer arena, their 'jobs to be done' and how our organisations can leverage their unique capabilities to be the best choice to get those jobs done. The insight that Clayton Christensen had is that customers don't so much buy products and services as they "hire" them to get important jobs done in their lives. The traditional concept of an "industry" is a much less valuable construct today than it used to be – instead, I talk about customer arenas and jobs to be done.

The positive aspect of this from the point of view of FIA Members is that customer jobs are remarkably stable, even if the technologies used to address them are rapidly changing. For instance, from the days of smoke signals, through the telegraph, to today's smartphones, human desire to communicate across distance hasn't changed. Anchoring your strategy on being the customer's best choice, therefore, will allow you to thrive. Being anchored on what you used to do from an internal perspective is very dangerous.

Q. You advise companies to go beyond the concept of sustainable comparative advantage that has guided strategists for decades. Instead, you recommend that they constantly capture new comparative advantages to stay ahead of the game. How can companies with limited resources embrace this strategy? What about companies that – like Mobility Clubs – may have a member base with distinctive needs?

A. When you think about it, FIA Mobility Clubs already have an unbelievably valuable resource – their close and intimate connections with existing customers. Because there

are so many Clubs, they also have the ability to engage in experimentation – when something works in one place, other Members can benefit from it in another. The critical thing Club leaders will have to do to succeed in a future that is likely to have very different practices is to take off the blinders of the existing business and think more broadly, and more curiously, about what future opportunities there will be. As one recent study puts it, a very famous consultancy predicted that the global market for automobiles was likely to remain around \$2 trillion. But the global market for mobility is likely to be around \$10 trillion! So there is growth there.

Some specific things I would encourage FIA Members to think about are potential new ecosystem partners – for instance, telecom companies, companies providing three-dimensional mapping and repair solutions, car manufacturers for sure, but also other new players who will be touching the process of mobility. I would also start thinking of where the new risks of future technologies will pop up, such as the risk of cybercrime making digital guidance systems vulnerable. And don't forget, until we are all living in an entirely digital world, people are still going to need to get from one place to another – increasing the share of the time they spend benefiting from a product or more likely a service that you can offer might be an interesting way of looking at the future.

Q. As instructor for the FIA University Senior Executive Programme, can you tell us more about how Columbia University sessions are built for Clubs' CEOs to make the most out of their 3-day custom programme?

A. Our customised programmes are designed very carefully around what we have learned about the client in our pre-reading and interviews, and the sessions are curated to achieve the outcomes clients think are important. We recognise that everyone learns differently, so our classes are a mix of interactive discussion, lecturing, demonstration, and practical application. There is also a tremendous networking benefit, as Club executives can learn from one another in an uncomplicated, non-competitive space. My advice would be to really take the time away from the day to day job and reflect on the new learning, being sure to capture what you want to bring back. And also to stay connected with the new colleagues you have found!

“ When you think about it, FIA Clubs already have an unbelievable valuable resource – their close and intimate connections with existing customers.”

STAYING AHEAD OF THE CURVE

In a fluid mobility business environment, being in tune with Members' needs takes on even greater importance, as delegates learned in the final Mobility Plenary.



The term 'inflection point' might not have been on the lips of FIA Conference delegates prior to yesterday's final Mobility Plenary, but after a fascinating session that showcased how Clubs around the world are managing to innovate and diversify, it's a phrase likely to shape management thinking in the future.

Launching the discussion, session moderator and Columbia Business School Faculty member Rita McGrath introduced delegates to the concept of inflection point via the cautionary tale of mobile phone manufacturer Blackberry which had been unprepared for the arrival of the smartphone and, as a consequence, had seen a hugely successful business reduced from 50m units in sales in 2011 to just 4m in 2016.

The launch of the smartphone was, she explained, the inflection point, a moment at which a growing business either understands and reacts to a changing environment, or goes into decline.



"It doesn't have to be a message of doom. The good news about an inflection point is that if you get it right, it can take your business to new heights," she said, before outlining how Mobility Clubs might exploit the huge changes currently taking place in transportation, including taking on the role of trusted intermediary, forming new partnerships with associated brands, and working with government. She also pointed to platforming opportunities, aggregating services to provide a richer offering. "Think arenas and experiences rather than industries," she advised.

She then turned to a panel of senior Mobility Club personnel to reveal stories of how each is adapting to new circumstances, and innovating to stay relevant to customers.

Ian Stone, Managing Director of the RAA South Australia explained how the Club has instituted a zoned approach to its business, with areas of the business housed in zones marked as transformation (under review), performance (key profit centres), productive (internal systems), and incubation (innovation).

He admitted that the Club has in the past been poor at identifying services that either needed to be revised or culled, and that reviews were now common with a number of criteria to be met, or 'gates' to be passed, for products to be continued. An example, he said, was a home security business which had been launched, but which would now be handed to a third-party due to slow uptake.

He also focused on the incubation zone, saying that the Club had established a travel business and had targeted five-fold growth over the next decade in what it sees as a growing leisure mobility market.

Next, Christian Gakwaya, President of the RAC Rwanda, explained some of the strategies being pursued by his Club, including the likelihood of exiting the *Carnet de Passages en Douane* business – one of its main profit centres – in the wake of the announcement that the African Continental Free Trade Area Agreement establishing free movement of goods and services will come into effect shortly.

He also said roadside assistance was an area the Club would avoid given the proliferation of car manufacturer supplied assistance programmes.

Instead, he said his Club would focus on what he called 'soft solutions', including membership apps and forums, leveraging the trust customers have in the Club.

Tim Shearman, President & CEO of the Canadian Automobile Association (CAA) and President of FIA Region III said that the Club wants to "get away from being all about the automobile. We see that as the inflection point. We want to look beyond that."

He said the Club has established a 'Relevance Group' to "objectively look at the services we provide and think outside the box."

He added that the CAA had prepared an innovation catalogue detailing all of the new ideas, products and services being generated by its member organisations, had invested in new products such as its EVO car share scheme and a tyre changing service, and was busy surveying customers across a number of channels.

Finland's Autoliitto, a Club of 126,000 members, is celebrating its 100th anniversary this year, and according to CEO Pasi Nieminen is "very traditional". It has, however, recognised the need to change.

He pointed to the move to an entrepreneur-based system of offices, thus saving costs, but also driving innovation through business partners who are "challenging us and boosting us".

He also highlighted the launch of an e-driving school that offers a better service to young people and also succeeded in changing the high price and complex regulation involved in obtaining a driving licence in Finland.

McGrath ended the session by asking FIA Deputy President Thierry Willemarck for his thoughts on the process.

"We are seeing different approaches to diversification and opening the door to new ideas. The FIA is encouraging this by holding conferences such as this, where we have a fantastic opportunity to exchange ideas," he said.

"The second thing we have chosen as a pillar is that we want to position the FIA and reinforce the brand for Clubs that do not have strong brand recognition in their market. To do that, we focus on road safety advocacy.

"Finally, we focus on education. One of the best projects we have launched over the last five years has been the FIA University, and 150 people have been through the system to date. The benefit is not just people learning from a faculty, it's also 50% in the networking. Participants realise they are facing similar issues, at different scales, but they are in the same boat and they can help each other."



SPORT FOR GOOD

The third Sport Plenary explored the unique and unifying power of sport – with the emphasis on how motor sport can be used as a force for good.



Sport is an important vehicle for teaching us all some of life's most valuable lessons. It is also a potent instrument for social change, uniting communities and nations, while transcending different cultures.

In the Keynote Discussion, FIA Deputy President for Sport Graham Stoker and the Right Honourable Lord Peter Hain, drew on their vast public affairs experience to examine how local events and championships can achieve government support, which is crucial to the success of motor sport.

Hain was born in Nairobi. Together with his parents, he became a notable anti-apartheid campaigner in the 1970s. In 1997, he joined the UK government and went on to serve as a Cabinet Minister for 12 years, so he speaks from a position of knowledge when he says: "Most sport doesn't understand how government works, and government surely doesn't understand motor sport. So, if you want to get them together, it's really important that you prepare the groundwork.

"First of all, you need to develop public support, not just for the amazing spectacle of motor racing, but also for the high-performance engineering, and all the incredible technology that spins out of the sport. That must be explained to governments if they are to understand motor sport's wider contribution. And it must be explained succinctly: you have to distil the message and present your case in a way that is appealing."

The two have worked together on a number of different projects, and theirs has been a valuable alliance. Stoker counsels, "You can reach out to politicians and they will come to events, but in fact what you're looking for is someone with a deep interest. It didn't take long to appreciate that Peter had a background in motor sport, but also an understanding





of what was involved. "That's the start of the relationship, but when you deal with a major issue together, it builds trust. In 2001, we had a major problem with Silverstone's infrastructure challenges and with Peter's help, we were able to save the Grand Prix. Similarly, he was one of the first examples of using a rally to showcase a region. It won't be possible for one person to solve every problem themselves, but they can steer you in the direction of the right person to talk to, and that is so important.

"It's clear that all the ASNs have the desire to reach out to government, but they are not entirely sure how to go about it. This is where we can help, and the next step is for us to develop a briefing note to guide the Clubs and make the process a lot less daunting."

The Panel Discussion explored how governments, sporting federations and NGOs are using sport as a foundation to bring together communities and help developing regions. Christian Gakwaya, President of the Rwanda Automobile Club, wants to use motor sport to help rebuild the nation, in light of its difficult history. "We decided to sit down and draw a new roadmap, that was built on two main pillars: inclusivity and sustainability."

Morongoa (Mo) Mahope, a South African motorcycle racer, is inspiring generations of women to get involved in sport and challenging the perception that motorcycle racing is a male-only sport. "It is so rewarding to see people make the decision 'if she can do it, I can do it'."

Britta Heidemann, a Fencing-Gold-medalist fencer and IOC Member for Germany, is determined to do all that she can to help the Olympic Committee achieve its pledge to increase the number of women involved in sport to 50%. "The amount of work that has been done by the IOC on gender equality and a variety of other issues is really impressive. We have some way to go, but we are taking significant steps to achieve the

balance, through the introduction of new disciplines within disciplines, workshops, and many other important initiatives."

2019 marks the 10th anniversary of the FIA Women in Motorsport Commission and its President, Michèle Mouton, is delighted with the progress. "The most significant achievement we have made is with the FIA 'Girls on Track - Karting Challenge', co-funded by the Erasmus+ programme of the European Union, for which we now have nine ASN partners. The six finalists are already attending their first training camp with WTCR this week. Our collaboration with Dare To Be Different means we can now engage a broader audience of women aged from 8 to 18 years and we are also working to create opportunities in motor sport outside of the cockpit."

In the breakout session, FIA Safety Director Adam Baker and Professor Gérard Saillant, President of the FIA Medical Commission, highlighted the latest safety developments in motor sport. These included the new Rally Safety Guidelines, a new FIA Sport app that will deliver tailored information to a variety of stakeholders, recent regulation changes to support disabled drivers including a universal symbol and a dedicated website page and email address, and extrication training.



ENGAGING WITH GOVERNMENTS

The Right Honourable Lord Peter Hain, Member of the House of Lords for the UK Parliament, speaks about his passion for motor sport and explains how to ensure governments recognise the positive impact of developing motor sport.



Q. What was your life like growing up in South Africa?

A. Well I was brought up in Pretoria by anti-apartheid campaigning parents, and one of my first memories was them being jailed when I was 11. Then, they arrested my dad working as an architect and he had to come into exile in the UK in 1966 when I was 16. But before this, my dad used to take us to Kyalami which was a Formula One track in the early 60's and we used to watch the nine-hour race there. So I was very keen on motor racing as a result of my dad.

Q. When you moved to the UK how did you end up in politics?

A. I was always a sports fan — boxing, motor racing, football, rugby and cricket. There was a mixed-raced cricketer from South Africa called Basil D'Oliveira, who was not able to play for his own country or the main clubs or county sides, because he wasn't white. So, he came to England and got into the England test team and was a top player in the late 60's. England was due to tour South Africa in 1968 but the South African Government banned the tour because he was on England's side and they wouldn't accept it. So, when England invited South Africa to tour in 1970, I decided that we had to stop this. And I invented the tactic of running onto the pitch and stopping matches.

We did that to a Springbok Rugby tour in 1969-70, and as a result, there was a huge campaign which I found myself in at the age of 19, where we stopped the 1970 cricket tour. It was cancelled because about 100,000 people were involved in this movement I was leading. So that's how I became active in politics in the anti-apartheid movement and that led to me being selected as a Labour Member of Parliament (MP) in 1991. Then, I spent 24 years as an MP, half of those in government as a cabinet Minister, the pinnacle

of which was negotiating the Northern Ireland settlement in 2007. Then I went to the Lords in 2015.

Q. Whilst in the cabinet you supported a number of motor sport projects. So, what advice do you have for events and organisations that are looking to gain government support?

A. I noticed as a cabinet Minister that when businesses or sports organisations came to see me, they didn't really know how to deal with the government. You've got to prepare the ground with the civil service, if you want the government to do something like approving the Formula E race in London. You've got to get the key decision-makers and do the groundwork. I brought the WRC back to Ireland and the GB event to Wales when I was Welsh Minister, where it has stayed of course.

Q. Looking at countries that are still developing in motor sport, what more can they do to improve participation?

A. I think it's important that politicians understand that motor sport is also about safety and environmental sustainability. It's not just petrol heads like me who are absolutely intoxicated by the show and the high-performance engineering. The organisation of races is also an industry and the sport can grow jobs and grow business, so there is a big benefit there.

“ I think it's important that politicians understand that motor sport is also about safety and environmental sustainability.”

AUTOMATION FOR THE PEOPLE

During the 'Leveraging New Members Through Services Automation' Workshop, delegates learned of Club initiatives aimed at automating services to drive efficiency and growth, as well as an increase in membership.



During the workshop, a panel of three diverse Clubs shared how they exploited automation to offer new services, enabling them to drive growth and attract new members.

Jorge F. Delgado, CEO of Spain's RACE, presented its digital transformation of the Club ecosystem with software solutions being put in place to streamline roadside assistance operations. The system resulted in a reduction in operator onboarding times, as well the need for training and refresher courses. It also increased overall call centre capacity and improved problem diagnosis and vehicle allocation.

According to Delgado, average phone times dropped by two minutes, call centre costs were reduced by more than 40%, fleet costs decreased by more than 20%, and instances of roadside assistance increased by 12%.

Raphael Musaev, President of Belarusia's BKA, presented the Club's i-Concierge offering — a personalised 24/7 'digital assistant' aimed to help Club members across a range of services.

"i-Concierge not only provides services on request, but also predicts clients' needs, making suggestions in line with past behaviour."

The app covers the traditional Club offering of roadside assistance but also adds taxi booking, car rental, travel services, home and pet care, medical and legal support, leisure activities, and business services.

The BKA President added that the Club is ready to help guide FIA Members with the launch of a pilot project in Eastern Europe using its model as a base, with further rollout possible across all regions.

Finally, Francis Theuri, CEO of AA Kenya, explained how the African Club is implementing transformation through digital platforms and explained how the Club has unveiled

a rescue app. Describing it as an 'Uber clone', the app is able to pinpoint a customer's location, identify his or her need in advance, and provides real-time information on when a rescue vehicle is nearby.

He also presented details of the Club's e-learning driver training programme. All training materials are available online and the programme features simulation of driving scenarios, simulation of crashes, online tests and exams, a booking engine for final statutory tests, and online refresher courses if needed.

He added that the benefits of the e-learning programme include efficient and effective training, cross-selling opportunities, data harvesting, and recognition by government/regulators. He also said that the platform could be offered to other FIA Member Clubs.

Following the presentations, workshop participants were tasked to work in groups and develop a concept around automation aimed at tackling a problem they are facing or offering a new service. After a fruitful collaborative brainstorming session, suggestions were made for more shared online resources, the creation of membership programmes with bonus points and online booking engines for services.

Delegates also called for the creation of more common databases and systems aimed at further streamlining call centres and making Club services more competitive.

FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck, in attendance, suggested that Clubs should seek to develop a common system and that in collaboration they have the capacity to do so.



SPORT WORKSHOP

FIA VISION & VALUES

Following the Workshop with Mobility Member Clubs, the FIA canvassed Sport Members about their vision for the future of the Federation and the values by which those goals should be delivered. Go to page 46 for the conclusions of both sessions.



MOBILITY INSIGHT

SIEMENS ON URBAN MOBILITY

The interactive Siemens presentation at the MotorEx Arena stage allowed delegates to learn more about innovative solutions to stimulate, analyse, and predict traffic flows.



FIA ROAD SAFETY AWARDS PRESENTED AT GALA DINNER

During the Gala Dinner at the Crystal Court in Sun City, the FIA honoured achievements in the area of road safety.



The first FIA Road Safety Awards are designed to give due recognition to the best of the many initiatives and organisations that are improving road safety and contributing to reducing the loss of lives on roads.

Last night, the first of a number of awards was handed out by FIA President Jean Todt, with Canadian Automobile Association (CAA) winning in the category of best effective intervention for its pioneering campaign on cannabis use among drivers. CAA President and CEO Tim Shearman was on hand to collect the FIA Road Safety Award.

With Canada becoming the second country in the world to legalise cannabis, the CAA launched an educational and awareness campaign around the negative effects of cannabis-impaired driving. The Club ran regular public education campaigns, funded studies on the effect of cannabis on young drivers and worked with government to ensure law enforcement is properly funded to deal with cannabis-impaired driving.

The Netherlands' ANWB was also honoured in a 'Special Mention' category for its Streetwise campaign, a programme that offers traffic education lessons to children from the age 4 to 16. The ANWB's longest-running social project, Streetwise has been running for 12 years and has reached almost 2 million children.

FIA Deputy President for Automobile Mobility and Tourism, Thierry Willemarck presented the ANWB's award to the Club's Director of International Relations, Niels Van Unnik.

Awards in three other categories, 'Outstanding Contribution to Improving Road Safety' (by an individual or entity); 'Most Effective Intervention by a Public Entity' (road safety enforcement agency or policy/decision-maker), and 'Most Innovative Action for Improving Road Safety' (private sector), will be presented at December's FIA Annual General Assembly in Paris.





SUN CITY
29 APRIL – 03 MAY

WEDNESDAY 1 MAY 2019

SPORT ANNOUNCEMENT - Holmatro Announced as FIA Official Supplier

CLOSING SESSION - Staying Strong and Safe

HOLMATRO ANNOUNCED AS FIA OFFICIAL SUPPLIER

World-class safety and rescue company will provide equipment to FIA World Championship circuits.



As part of the agreement, announced at the FIA MotorEx, Holmatro will make its latest hydraulic cutting and spreading tools available to FIA-sanctioned circuits worldwide.

Holmatro will also work with the FIA Safety and Medical departments to provide equipment along with training to support local crews and ensure the highest standards.

In addition, FIA National Sporting Authorities will have direct access to FIA-approved and standardised Holmatro rescue equipment for their racing series through the FIA Webstore.

Having supplied tools for the IndyCar safety team since 1991, Holmatro has become a leader in manufacturing rescue equipment to assist in the quick and safe extrication of race drivers following incidents on track. Its innovative rescue tools are ideal for the motor sport environment, where drivers need to be extricated from carbon fibre monocoques and high-strength roll-over structures.

Sun City provided the FIA Safety Department with the perfect platform to present a host of new initiatives to the ASNs and ACNs, with Holmatro demonstrating a selection of its rescue tools within the FIA MotorEx. FIA Safety Director Adam Baker emphasised the importance of this new partnership.

"It is crucial that recovery teams have access to the latest rescue tools which meet the rigorous standards we set, and to training programmes that further enhance safety. We are delighted that Holmatro is helping us to facilitate this access by providing state-of-the-art equipment to our circuits worldwide."

Holmatro CEO, Harm Hermans, said: "Holmatro is proud to be chosen as an Official Supplier to the FIA and to bring our rescue equipment to circuits worldwide. We believe in constant improvement and innovation when it comes to safety, and this is a further demonstration of the quality of our world-class tools and extrication training and consultancy."



STAYING STRONG AND SAFE

The FIA Conference 2019 was brought to a close with the FIA President saluting delegates for their work in South Africa.



The historic first joint Mobility and Sport FIA Conference was brought to a close with FIA President Jean Todt paying tribute to the work conducted by Member Clubs across both pillars.

On the 25th anniversary of the death of F1 legend Ayrton Senna he also re-emphasised the FIA's commitment to track and road safety and introduced a new cross-pillar road safety message featuring all 20 current Formula 1 drivers.

Opening his remarks to Conference delegates, the FIA President first thanked host Clubs AASA and its Executive Chairman Sikkie Kajee, and MSA and its President Anton Roux, before

saying: "The theme of this historic first FIA Conference was 'Stronger Together' and looking at what you have achieved this week in South Africa, I would say you have done the job. I like to say 'stop talking, act' and I think this Conference has been a good demonstration of that. Working together has made our organisation stronger and more effective, and I thank you for that."

Turning to safety, he said the day could not pass without reflecting on the loss of Ayrton Senna in a crash at the 1994 San Marino Grand Prix.

"I would not like to conclude without thinking about what happened in Imola 25 years ago today," he said. "In the space of 24 hours we lost Roland Ratzenberger and Ayrton Senna.

"It was a wake-up call," he said. "Just as we don't want people to die on our roads, we do not want to lose anyone taking part in our beloved sport. A lot has been done to ensure that, but it is never enough. We know motor sport is dangerous and for their invaluable efforts I would like to thank all the people at our Safety Department and on the Medical Commission.

"Last year, we had 28 fatalities, which is a big number for



our sport. Our aim is 'Vision Zero' and we have to work towards that goal."

He then introduced a newly created road safety video crossing both pillars of the FIA. Featuring the message of obeying the rules of the road, the video features all 20 current Formula 1 drivers. It is set to be officially launched at this year's Spanish Grand Prix and the FIA President encouraged all Clubs to use it in their road safety advocacy work once it is released.

Earlier, FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck told delegates that while the FIA Conference is about rich content designed to provoke discussion and innovation among Clubs, it is not the only benefit of the gathering, with this year's edition being a particular case in point.

"I believe that these Conferences provide much more than content," he said. "It provides fellowship and the chance to share with colleagues. This is the art of FIA. It is about the people that we meet and the lasting connections that we make."

FIA Deputy President for Sport Graham Stoker added that in his view delegates had, over the course of the event, truly "brought the theme of this year's Conference to life. We have reached out, we have understood what our two pillars mean, and the work they do, and we have established common ground. It has been a great success."

Finally, both FIA President Jean Todt and FIA Deputy President



for Automobile Mobility and Tourism paid tribute to Takayoshi Yashiro, who is soon to retire from his role as President of the Japanese Automobile Federation (JAF).

"I would like to pay a tribute, as Thierry has done, to Yashiro-san," said President Todt. "Thank you for your commitment, thank you for the way you have been running JAF and the way you have contributed to the development of the FIA, and as a trustee of the Foundation."





SUN CITY
29 APRIL – 03 MAY

FOCUS

FIA VISION & VALUES, SPORT AND MOBILITY WORKSHOPS - Defining the Future

FIA MOTOREX - Raising the Bar

DEFINING THE FUTURE

In Sun City, the FIA began the process of canvassing Member Clubs' thoughts on the future direction of the Federation through two workshops dedicated to Vision and Values.



Over the course of individual workshops for Mobility and Sport Clubs, the FIA this week consulted Members about their vision for the future of the Federation and the values by which those goals should be delivered.

The work to gather the thoughts, ideas and aspirations of Clubs worldwide is being undertaken by UK-based The Sports

Consultancy, which has worked with a wide range of large corporations, events and rights-holder organisations, including Formula 1, the British Olympic Association, International Association of Athletics Federations and government of Dubai.

Outlining the aim of the workshops and the wider consultation of Clubs, The Sports Consultancy's Matthew Wilson said: "The origination of this was the FIA President's address at the 2018 Annual General Assembly.

"In St Petersburg, he wanted to establish a project that would canvass Member Clubs, to work with them to define a vision and a set of values that really reflect their expectations of the FIA."

The first step in the process, he explained, was a series of meetings with a broad spectrum of Clubs around the world.

"Prior to the conference in South Africa we had six one-to-one meetings with Sport Clubs and six with Mobility Clubs. These were Clubs large and small, mature and developing, and their input helped us gather some context for the sessions we had in South Africa.

"The workshops in Sun City were the start of the big conversation we want to have," he added. "We wanted to gather as much data as possible from as wide a group as



possible, in order to define the next stage of our work and we were very fortunate to hold a session for about 150 representatives from Mobility Clubs and a second for about 100 people from Sport Clubs."

To gather that data, Club representatives were tasked with considering two questions.

"The first had three elements: what is the role of the FIA today? How do we see foresee those roles changing over the next five to 10 years? And how does the FIA need to respond in order to be of most use to Members?" said Wilson.

"The second question was regarding values. So, if the first question asked why, the question about values asked how. How do we want to work together? What behaviours do we want to see the FIA exhibiting?"

With what Wilson termed "a range of really inspiring and diverse ideas", the next step is to build a survey around the information collected.

"We will distil everything into a survey that will be sent out to all Member Clubs," he said. "We want to give people an opportunity to stop, reflect and think about all of the various angles from their membership base, and all of their stakeholders, including public and private sector, drivers, officials, partners. We will probably be sending out that survey in mid to late summer."

Once the surveys are returned, a set of working documents will be formulated for further feedback until finally, at the AGA in December, a new set of guiding missions and values for the Federation will be presented.

"It is a fascinating process," admitted Wilson. "The FIA is a global entity and the range of feedback we have already received has been exciting."

"For example, here in South Africa, the interesting thing has been that this week's theme of 'Stronger Together' has definitely resonated. Generally, there is a feeling that opportunities exist for the network to be stronger as a whole and that connectivity will help open new doors, either in the public sector or with commercial partners."

"The other thing that was readily apparent was people's belief in thought leadership, by which I mean that a lot of people were keen to point out that we don't need to keep reinventing the wheel. Some people, somewhere in the world, have already thought of a solution, so let's find them and bring them into the fold."

"In terms of values, the key was transparency and how that can drive trust – trust in the strategic direction of the FIA and also trust in Member Clubs to deliver on that strategy. There was also a strong desire for more diversity to drive greater decentralisation and equality."



RAISING THE BAR

A record 40 companies exhibited their products and services linked to Mobility and to the Motor Sport industry over 1000m² at the FIA MotorEx 2019.



Global Partner Magneti Marelli showcased its special centenary edition SRG-140 Engine and Chassis Control Unit.



This perfect combination of technology and reliability places particular emphasis on affordability in order to promote access to high-tech components at all levels of motor sport, to which Magneti Marelli has been committed since its foundation.

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SUN CITY
29 APRIL – 03 MAY

THURSDAY 2 MAY 2019

WORLD COUNCIL FOR AUTOMOBILE MOBILITY AND TOURISM - Strengthening Mobility

STRENGTHENING MOBILITY

The World Council for Automobile Mobility and Tourism met on 2 May to discuss a broad range of issues including road safety advocacy; the ongoing development of the FIA University; sustainable mobility; and renewed investment in support for tourism services.



In line with the road safety priorities of the Federation, the World Council approved the creation of a Steering Committee to strengthen the oversight of current and future global road safety campaigns. The Committee will ensure guidance to the FIA's #3500LIVES campaign, as well as coordination with existing advocacy initiatives both within the FIA, and globally with the broader road safety community.

The World Council was informed that the Committee, which would meet twice per year, will specifically look at: messaging and ambassador involvement, audience and geographical scope, deployment strategies, budgeting, strategic partnerships, and monitoring and evaluation of campaign effectiveness. The proposed composition of the Committee includes the FIA President, the FIA Secretary General for Automobile Mobility and Tourism, the FIA Foundation Executive Director, the Chair/Vice Chair of the FIA Mobility Policy Commission and the FIA Director of Communications (acting as Campaign Director).

The World Council heard from Tim Shearman, the incoming Chair of the FIA University Board, that the University would continue to pursue its 2021 strategic goals, namely to attract strong participation from FIA Clubs, to diversify content and delivery mechanisms, and to maintain high participant satisfaction of existing programmes. Doing so would require the implementation and development of current FIA University programmes.

It was confirmed that the FIA University would also be launching an e-learning pilot module in the second semester of 2019, as well as create of an FIA University Alumni community. In addition to the new Chair, it was also announced that Ian Stone, Managing Director RAA, has been appointed to the Board. Both Tim Shearman and Ian Stone have been appointed in light of the retirement of Terry Agnew.

On the sustainable mobility front, the World Council was updated on the development of the proposed urban mobility

project, with its two-fold approach centred on a benchmarking tool (Frost and Sullivan's "City Tracker") and its analytical modelling tool (Siemens' modelling and simulation programme). The World Council took note that funding for this project had been approved by the FIA Innovation Fund Steering Committee (FIFCO).

Other points noted by the World Council included the establishment and launch of the Green NCAP programme (a consortium of governments and Clubs to promote more fuel efficient and less noxious vehicles through rigorous real-world testing) and a report on the third season of the FIA Smart Cities initiative.

The World Council heard of the renewed investment in support for tourism services. In particular, the OTA revamp, now in its second phase, has defined its proposition to generate greater value to Members. This includes the development of a new business model and design, the improvement in quality and consistency of source travel data, a revised fee structure, and a new, user-friendly design.

In addition, the WCAMT approved a plan for further reform of FIA membership fees. There was also rigorous discussion about the role of the FIA Manufacturers' Commission.

The World Council paid its respects with a minute of silence to mark the sorrowful loss of AMSS (Serbia) President Mirko Butulija and the recent passing of RACC (Spain) Honorary President Sebastià Salvadó.

Takayoshi Yashiro, who will be retiring from his current role as President of JAF (Japan) and as a Member of the World Council, received an honourable mention for his contribution to the FIA, including his past service as President of FIA Region II (Asia and Pacific).



SUN CITY
29 APRIL – 03 MAY

FRIDAY 3 MAY 2019

FIA INNOVATION FUND / STEERING COMMITTEE - A Vision for Innovation

A VISION FOR INNOVATION

The two Working Groups and Steering Committee of the FIA Innovation Fund met in South Africa and approved the funding of 4 additional projects for a total of €6.1 million.



Created in December 2017, the FIA Innovation Fund (FIF) aims to allocate the proceeds from the sale of the FIA's 1 per cent share in former Formula One Commercial Rights Holder Delta Topco to new CRH Liberty Media. With around €50 million at its disposal, the Fund's goal is to support FIA stakeholders' ideas that are capable of delivering long-term global impact beneficial to the FIA Community as a whole.

Last year, nine projects in both Sport and Mobility were approved. During the meetings in South Africa, both of the Working Groups and the Steering Committee were presented with four new proposals and numerous concept papers. Three of these proposals came from the Sport side, with the first seeking to further promote female participation in motor sport. The 'New Girls on Track' project – already approved by the Sport Working Group in March – aims to encourage girls to take part in motor sport competitions. The project will allow girls from 8-18 to participate in a range of activities (karting slalom, pit-stop challenge, etc.), giving them a taste for the sport. The project also plans to develop a specific toolkit for ASNs and ACNs, giving all the information needed to implement the programme, including activities, staff and material, and budget guidelines, all of which was presented during a dedicated workshop that took place on the Tuesday of the FIA Conference week.

The second project selected by the FIF Steering Committee is the 'FIA Motorsport Games', which will give drivers the unique opportunity to race for their own country. These annual games will promote grassroots categories and be multi-disciplinary, involving GT, Touring Car, Drifting, Formula 4, esports, and E-Karting, with the disciplines changing depending on the venue. The event will take place from 31 October to 3 November 2019 at the Vallelunga Circuit in Rome and entries for the Games will be opened from 1 July and close on 14 September.

Recognising the tremendous role that Officials play in making motor sport happen in a safe and fair manner, the Steering Committee also selected 'Motorsport Officials together for a Safe and Sustainable Motorsport', an initiative aimed at further developing the FIA Global Training Programme. This project will allow the deployment of new programmes and 'Train the Trainers' sessions to build the capacities of Rally and Hill Climb Marshals, Circuit Officials, Regional Stewards, ASN Safety Delegates, Chief Medical Officers and other motor sport medical personnel. In the medical field in particular, the project's ambitious target is to make the FIA's medical coverage and protocol a world leading model for pre-hospital care, beyond the world of motor sport.

On the Mobility side, the Committee approved the creation of the 'Innovative Urban Mobility Platform', a platform for urban mobility modelling, prediction, and simulation. Clubs will have access to innovative software allowing them to measure indicators, benchmark transport systems, and define, simulate and test model scenarios to identify the best solutions available to address key urban mobility challenges, such as air pollution and traffic congestion. By promoting an evidence-based approach and enhancing user experience, this platform will encourage cross-stakeholder cooperation and help Clubs influence transport policy-making.

Following the meeting, the four selected projects are going to be submitted to the FIA Senate for final approval and launch of funding allocation. The results of the Senate e-vote should be made public soon.



TUESDAY 30 APRIL 2019 - THURSDAY 2 MAY 2019

FIA REGION I SPRING MEETING 2019 - A Successful Week for FIA Region I

A SUCCESSFUL WEEK FOR FIA REGION I

The FIA Region I Spring Meeting 2019 has come to an end: Region I can look back to a successful week, also thanks to the great hospitality of AA South Africa.



Jointly organised with the FIA Conference, this year's Spring Meeting has been a unique opportunity for Region I delegates, as it gave them the possibility to connect with the entire FIA family, from mobility to motorsport.

In the framework of the Spring Meeting, the Region I Eurocouncil debated access to car data with Riccardo De Filippi, Director of Motorsport at Magneti Marelli. The debate confirmed that motorsport can offer mobility Clubs interesting examples and insights on how to work with data.

The Region I Plenary held a discussion on public policies affecting cars. Governments and local authorities are increasingly adopting measures that restrict the use of cars, yet private cars remain a highly valued mode of transport by users and they greatly contribute to the economy. Clubs must take advantage of their credibility and act to build a mobility where all modes of transport can coexist and a freedom of choice is offered to users.

At its Plenary Assembly Region I also honoured innovative projects developed by Clubs with the Innovation Awards 2019. The Clubs awarded were: ACP, Portugal (first place) with its roadside assistance product "ACP repairs or pays": ANWB, The Netherlands (second place) with the "ElectrifyMe" project: RACC, Spain (third place) for its MaaS solution "RACC Trips".

The Innovation Award dedicated to road safety was handed to AMZS, Slovenia, PZM, Poland, and UAB, Bulgaria, thanks to their "Best and Safest Young Driver" project.

Finally, TCS, Switzerland received the Excellence in Advertising Award for its campaign "Always by my side".

The Eurocouncil held elections to allocate one seat for the Euroboard. And Region I held election for one seat in the Region I Management Council, the Region I Audit Committee, and a seat as Region I representative to the World Council for Automobile Mobility and Tourism (WCAMT).

Mr. Pasi Nieminen from Autolitto (Finland) was elected as a new member of the Euroboard. MAK (Hungary) was elected to the Region I Management Council. Mr. Lutz Leif Linden from AvD (Germany) was elected as a new member of the Region I Audit Committee. Mr. Didier Bollecker ACA, (France) was elected as Region I representative to the WCAMT.







THURSDAY 2 MAY 2019 - FRIDAY 3 MAY 2019

FIA SPORT REGIONAL CONGRESS AFRICA - Successful FIA Conference Week in Sun City
Concludes with Fifth FIA Sport Regional Congress Africa

SUCCESSFUL FIA CONFERENCE WEEK IN SUN CITY CONCLUDES WITH FIFTH FIA SPORT REGIONAL CONGRESS AFRICA

The focus moved from discussion to action as the 70 Congress delegates addressed topics specific to the Africa region.



More than 70 delegates, experts and speakers from 20 countries worked together to prioritise motor sport development in the region.

The Congress was led by FIA President Jean Todt and FIA Deputy President for Sport Graham Stoker, FIA Vice President for Africa Surinder Thatthi and MSA President Anton Roux.

"The Africa region has incredible potential for development, as we have been able to fully appreciate during the FIA Conference here in Sun City. It is always better to 'do' rather than 'say', so I am very happy that we have been immediately able to begin unlocking that potential during the past two days at our FIA Sport Regional Congress Africa," said President Todt.

"I would like to thank and congratulate our hosts, the AASA and the MSA, for a magnificent and inspiring week, and for their exceptional organisation and hospitality. We have all benefited from this deeper insight into the region's motor sport culture, and the intensive schedule has been made all the more enjoyable by some wonderful opportunities to experience Africa's breathtaking landscapes and enchanting culture."

The Congress programme included sessions on Safety Culture and Insurance, Event Management and Grassroots Disciplines, such as Motorkhana Racing and XC National Cross Car, all organised under the leadership of the FIA ASN Development Task Force chaired by Andrew Papadopoulos.

Todt continued: "Motor sport is enjoying a renaissance in the Continent. The Safari Rally Kenya is making its way back to



the WRC calendar and will host a candidate event in early July. In Circuit Racing, we enjoyed a spectacular E-Prix in Morocco in January with the new generation of Formula E cars. WTCR began its 2019 season in Marrakech last month, marking 10 years of Touring Car races in the region. In terms of Off-Road, the FIA World Rallycross Championship event will return to South Africa in November.

"Rally has a magnificent heritage here. Created in 1981, the FIA African Rally Championship is the only international motor sport championship organised exclusively on the African continent, with rounds held in the Ivory Coast, South Africa — in Sabie, just last weekend — in Zambia, Kenya, Uganda, Tanzania and Rwanda. It is also pleasing to note that Namibia and Ethiopia are considering joining the calendar. Africa is also the homeland of Cross Country, with the 2019 FIA World Cup for Cross Country Rallies concluding in Morocco in October."

In closing, President Todt said: "This excellent Congress has highlighted the spirit of unity between the ASNs and ACNs. As we leave Sun City, we are already excited to see what the African Clubs can achieve over the next twelve months."





SUN CITY
29 APRIL – 03 MAY

SOCIAL EVENTS & ACTIVITIES

WELCOME COCKTAIL IN THE BUSH - The Boma

GALA DINNER - Crystal Court

MOTOR SPORT ACTIVITIES - Drifting, Cross Car, Cross Country Rally

FIA CONFERENCE DELEGATES' CHALLENGE - Rising to the Challenge

AFRICAN NIGHT - Under African Skies at the Shebeen

SOCIAL EVENT

WELCOME COCKTAIL IN THE BUSH

The Welcome Cocktail at the Boma provided an unforgettable experience under the stars. Delegates had the chance to sample the best of the African bush, and enjoy a spectacular bonfire and barbeque. A welcome address was given by FIA President Jean Todt, Automobile Association of South Africa (AASA) Executive Chairman Sikkie Kajee, Motorsport South Africa (MSA) President Anton Roux, and FIA Region I President Thomas Møller Thomsen.



SOCIAL EVENT

GALA DINNER

Glittering Gala Dinner at the Crystal Court in Sun City, was the occasion to enjoy the full extent of South Africa's warm hospitality and celebrate the FIA's first joint Sport and Mobility Conference.



ACTIVITIES

MOTOR SPORT ACTIVITIES

The delegates had the opportunity to take part in passenger rides and attend demonstrations of Cross Car, Drifting, and Cross Country Rally.



RIISING TO THE CHALLENGE

The Delegates' Challenge was inspired by this year's FIA Conference theme 'Stronger Together', with the national delegations required to bring together at least one Mobility Club and one ASN delegate in order to enroll.



The **FIA Smart Driving Challenge** assessed the delegates' habits at the wheel when it comes to safe and eco-friendly driving. Their smart driving skills were assessed on a 15-minute-long course in the heart of Sun City.



The **Gran Turismo Sport Time Attack** compared the delegates' skills on the Catalunya GP Track at the wheel of Gr3. Race Cars for sessions of 10 minutes each.



The **e-Kart Time Attack** required delegates to focus on the curves of the track drawn underneath the Convention Centre, for a series of 'Time Attack sessions' lasting 6 minutes.



The winning delegations at the FIA Conference Delegate's Challenge Prize Giving 2019.
Congratulations to all of them!

OVERALL WINNING DELEGATION

Winner - Mozambique
2nd place - Hong Kong
3rd place - Sweden

DIGITAL MOTOR SPORT

Winners - André Bettencourt from ATCM & Christian Bouché from ATCM (Mozambique)

Best lap - Anar Shukurov from AAF (Azerbaijan)

THE E-KART COMPETITION

Winners - André Bettencourt from ATCM & Christian Bouché from ATCM (Mozambique)

Fastest lap - Christian Bouché from ATCM (Mozambique)

FIA SMART DRIVING CHALLENGE

Winners - Jinaro Kibet from AAK & George Mwangi from KMSF (Kenya)

Highest Score - Tatiana Mihailova from ACDM (Moldavia)

UNDER AFRICAN SKIES

A magnificent week in Sun City was brought to a spectacular conclusion at the African Night at the Shebeen Place. Delegates were transported back to the 1950s by a rich tapestry of pata-pata, street party scenes, and endless African beats.



SOCIAL EVENT / AFRICAN NIGHT





SUN CITY
29 APRIL – 03 MAY



Julius Bär



RICHARD MILLE

FIA.COM