



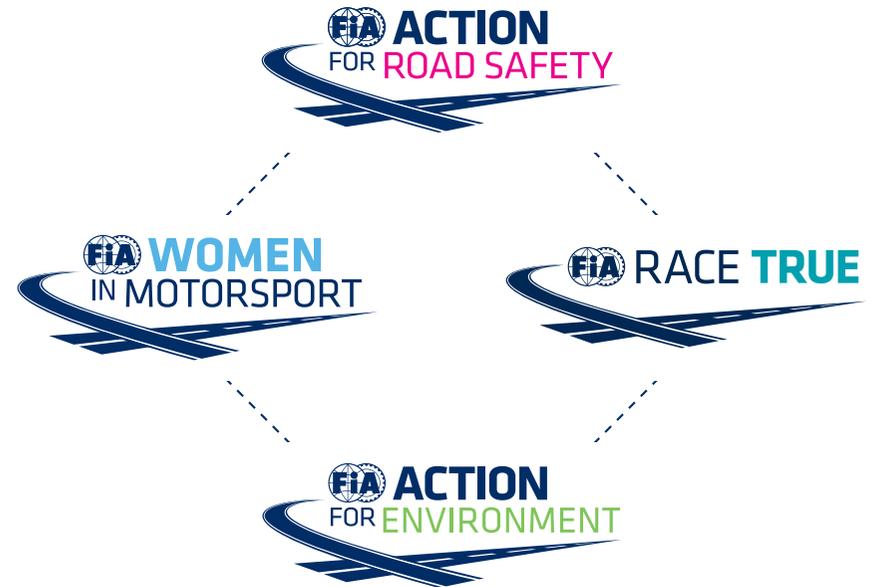
A WORLD IN MOTION



FIA APPROACH TO CORPORATE SOCIAL RESPONSIBILITIES



FIA President, Jean Todt
UN Secretary General's Special Envoy for Road Safety





SIGNIFICANT MEDIA, PUBLIC AND POLITICAL ATTENTION

APRIL 3, 2009 www.time.com AOL Keyword: TIME

SPECIAL REPORT GLOBAL WARMING

TIME

BE WORRIED. BE VERY WORRIED.

Climate change isn't some vague future problem—it's already damaging the planet at an alarming pace. Here's how it affects you, your kids and their kids as well

EARTH AT THE TIPPING POINT
HOW IT THREATENS YOUR HEALTH
HOW CHINA & INDIA CAN HELP SAVE THE WORLD—OR DESTROY IT
THE CLIMATE CRUSADERS

The Economist

Assad, IS and the future of Syria
Can Chinese consumers save the world?
The rise and rise of the £1m home
Welcome to the Drone Age
Pornography and Generation XXX

Dirty secrets of the car industry

UPSET Jill & Trevor Taylor

Brits in shock over Algarve raider death

BY ADAM ASPINALL in Vilamoura, Portugal

THE British family at the centre of a police probe after a raider died at their Algarve villa are still "in shock".

Trevor Taylor, 66, and Jean, 61, returned Paulo Brito to a clubbed after more ill raised the alarm.

mirror.co.uk WEDNESDAY 23 SEP 2009 DAILY MIRROR

Emission creep

» Millions of UK cars may be 'diesel exhaust cheats' » VW boss 'loses vote of shareholders' confidence'

BY MARK ELLIS and GRAHAM HESCOTT

MILLIONS of cars on UK roads could be hit by the Volkswagen "cheat switch" scandal, experts claim.

Four of an industry watchdog came after US VW boss Michael Horn admitted "We have totally screwed up". He said his firm had been "blatantly" selling diesel with software that turns on emissions controls during tests - 11 million cars worldwide are affected.

On the road, the cars produced stronger oxide pollutants at up to 40 times the legal UK standard.

An industry insider claimed suppliers have been testing the same "defeat device" software for years but makers, VW said cars sold in Europe, including the UK, were not affected "as far as we are aware". But Joe Duggan, of Brussels think-tank Transport & Environment, said "All evidence points to exactly the same thing going on in Europe. Diesel cars in Europe operate with worse technology on average than the US".

Autocar magazine chief Jim Holder said: "The key is the software... There is potential for this to spread to other manufacturers, many of whom use the same parts under the bonnet".

VW was ordered to recall half a million diesel cars in the US and could face a fine of £1.4 billion. However, it could face criminal charges. VW also face questions over their other brands, including Audi.

But the car giant said it was "working at full speed to clarify irregularities concerning a particular software used in diesel engines" and has found "no irregularities", involving some 11 million vehicles worldwide.

Last night VW CEO Martin Winterkorn lost a shareholder vote of confidence, said German media. VW shares have crashed 27% in 48 hours in the UK, attempt to stabilise emissions testers.

MARK ELLIS FOR THE DAILY MIRROR; PH

“There is potential for this to spread to other car makers”

JIM HOLDER AUTOCAR MAGAZINE CHIEF

VOLKSWAGEN SHARE PRICE PLUMMETS

Share price (£)

Aug 25, 2009	160
Sep 1	155
Sep 8	150
Sep 15	106
Sep 22	82.2

£106 ▼ 49.2%

TAKING THE PISTON VW admit engine cheat

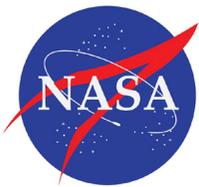


TRENDS AND POLITICAL LANDSCAPE



PARIS2015
UN CLIMATE CHANGE CONFERENCE
COP21·CMP11

The World Leaders COP meetings shaping the future for all of us.



2016 Climate Trends continue to break records.



The Greens are the world's fastest growing political family.

“ We don't need to read the tea leaves!
The message is clear and has been,
for a long time! ”



MEASURE & IMPROVE

Environmental accreditation
Environmental regulations
Monitoring & reporting

INNOVATE & PROMOTE

Pioneering innovation
Technology transfer to consumer
Promotional activities



INNOVATE & PROMOTE – DRIVING CHANGE

Taking advantage
of motor sport's
popularity
and ability to
influence public
perceptions



Making use
of the FIA's
regulatory power
to encourage and
promote technical
innovation



EXAMPLE — INNOVATE & PROMOTE



One of the 5
principles of the
WEC Regulations:

“Reduction of fossil
energy consumption”

EXAMPLE — INNOVATE & PROMOTE

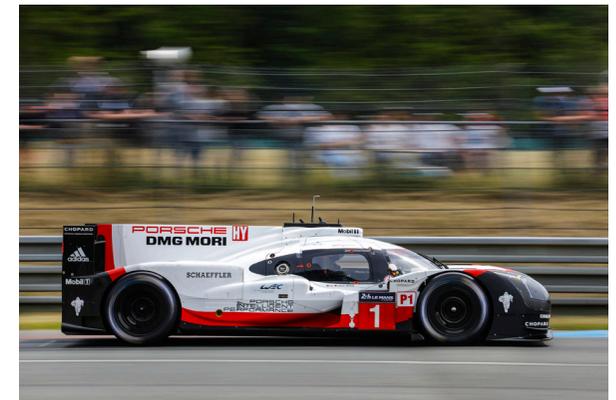
TOYOTA

2.4 L, V6 Turbo Gasoline
2ERS-K, 8 MJ, front and rear axle
Energy storage: li-ion battery



PORSCHE

2L, V4 Turbo Gasoline
ERS-K + ERS-H, 8 MJ, release on front axle
Energy storage: li-ion battery





EXAMPLE — INNOVATE & PROMOTE



Our premier motor sport category, F1, started with compulsory energy recovery already in the 2009 season

F1 ENGINE – REGULATIONS IN PLACE SINCE 2014

Fuel limitation

- Limited maximum fuel flow rate for efficient engines
- Limited total amount of fuel per race

Use of Hybrid Technologies

- Braking energy recovery (K-ERS)
- Exhaust gas energy recovery (H-ERS)

Turbo charger

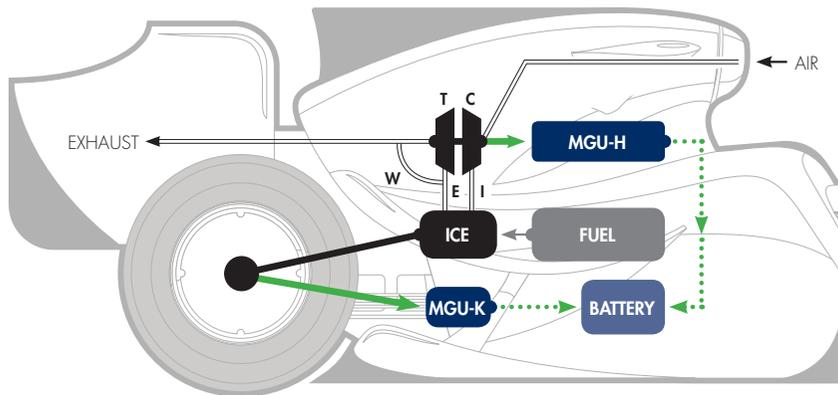
- Increase Power density of the engine

OUTCOME: 30% MORE POWER FROM EVERY DROP OF FUEL!

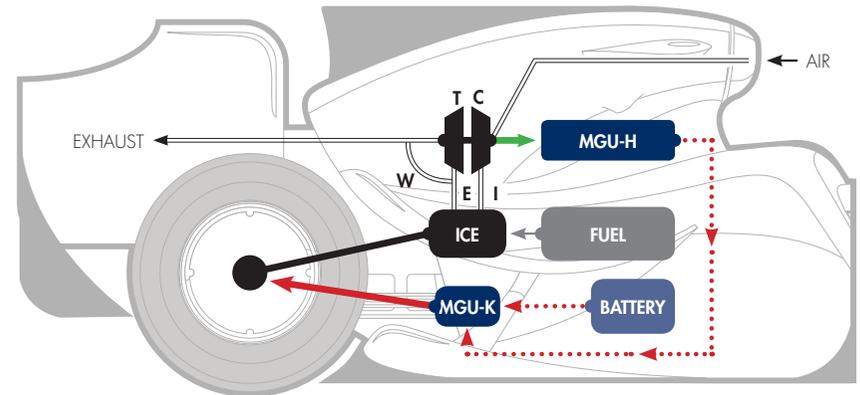
EXAMPLE — INNOVATE & PROMOTE

F1 POWER UNIT — MOST SUSTAINABLE ENERGY RECOVERY AND RELEASE PATHS

— RECOVERY PATH —



— RELEASE PATH —



- | | | | |
|---|------------|-----|-----------------|
| T | TURBINE | ... | ELECTRICAL LINK |
| C | COMPRESSOR | — | MECHANICAL LINK |
| W | WASTE GATE | → | ENERGY RELEASE |
| E | EXHAUST | → | ENERGY RECOVERY |
| I | INTAKE | | |

EXAMPLE — INNOVATE & PROMOTE



“ We have achieved great success in motorsport and particularly in Formula One.
Thanks to the aligned development missions of Formula One hybrid technology and future passenger car development, with a strong focus on energy efficiency, we have made valuable advances in areas such as combustion technology, electric motors, battery technology, energy management and control electronics – all of which are relevant to developing more better road cars in the future.

In F1, our focus must always be on delivering performance – but we are now developing technologies which can yield significant innovations when applied to future passenger car development.

Statement from Mercedes F1 Team



EXAMPLE — INNOVATE & PROMOTE



Formula E championship strives to reach out to a new generation of motor racing fans, to create awareness of these impacts and change perceptions.

Formula E is a complete laboratory of racing, making the electric vehicle market as competitive, fun and exciting as possible.



EXAMPLE — INNOVATE & PROMOTE

FROM TRACK TO ROAD Hybrid & battery technologies, powertrain, safety, aerodynamics, brakes, lightning, are but a few examples



2009: Kimi Raikkonen took the lead in the Belgium Grand Prix with a KERS-aided overtake and went on to win the race.



The new Mercedes E350e is one of many “Hybrid” road cars that now use KERS and other motor sport technologies to give greater energy efficiency.



GKN and Go-Ahead to install the Williams Hybrid Power developed F1 flywheel on 500 buses, starting in London and Oxford.



EXAMPLE — INNOVATE & PROMOTE



Launched to encourage the relevant stakeholders to address pressing concerns of:

- Pollution
- Congestion
- Road Safety issues

And discuss potential solutions to fill the gaps in modern mobility systems.

EXAMPLE — MEASURE & IMPROVE



SPECIALLY DESIGNED ENVIRONMENTAL MANAGEMENT SYSTEM FOR MOTOR SPORT STAKEHOLDERS

Based on world leading Environmental Roadmaps
Three level approach to fit all operations
Key management areas are covered
Key impact areas are covered



ONLINE CARBON FOOTPRINT MANAGEMENT TOOL

According to Green House Gas protocols
According to UN offset recommendations
Third part audit / reports
Can achieve Carbon Neutral status



EXAMPLE — MEASURE & IMPROVE

2017 FIA WORLD RALLY CHAMPIONSHIP REGULATIONS



First international motor sport series to require all events to attain environmental accreditation





EXAMPLE — MEASURE & IMPROVE

ASNs



TEAMS



WRC



CIRCUITS



PROMOTERS



SUPPLIERS





EXAMPLE — MEASURE & IMPROVE



THE MCLAREN HONDA F1 TEAM

"McLaren strives to have a positive effect upon the environment, and we use the FIA developed framework to assist us in our effort."



THE WRC RALLY AUSTRALIA

"Being recognised for excellence in environmental management by the FIA makes it possible to clearly demonstrate our ethic of strong commitment to environmental stewardship, to our partners in Government, our sponsors, our competitors and our community."



THE CIRCUIT OF CATALUNYA

"Following the FIA certification, the Circuit de Barcelona-Catalunya has committed itself to seek continuous improvement of its environmental performance based on "3C" management: "Consciousness, Commitment and Coherence"."



THE SWEDISH MOTORSPORT FEDERATION (SBF)

"Managing and understanding of Environmental Sustainability is not only important, it is crucial for survival as a sport."



EXAMPLE — MEASURE & IMPROVE



THE FIA INDEPENDENT CONSUMER TESTING PROGRAMME

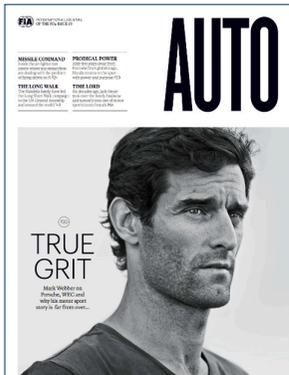
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What we are seeing currently reinforces the importance of independent testing to inform consumers about the divergence between real-world and laboratory vehicle emissions performance.

”



EXAMPLE — MEASURE & IMPROVE



Presentations and workshops during conferences

Surveys, benchmark processes, collaboration and share of information

SHARE OF STORIES IS CRUCIAL FOR SUCCESS!



FEDERATION INTERNATIONALE DE L'AUTOMOBILE

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