



AUTO + ASSEMBLY

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BUILDING STABLE CHAMPIONSHIPS

WMSC takes action to create solid future at top-levels of endurance and touring car racing



ENDURANCE AND TOURING CARS IN THE SPOTLIGHT AS WMSC MEETS IN PARIS

New regulations for the FIA World Endurance Championship and a re-framing of top-level Touring Cars took centre stage as the FIA World Motor Sport Council gathered yesterday in Paris for its final meeting of 2017.



In the FIA World Endurance Championship, the Council approved the awarding of four World Championship titles: for LMP Drivers; LMP1 Teams; LMGTE Drivers, and for LMGTE Manufacturers. The World Champion title will from now on be awarded to a team of the LMP1 category and no longer to a manufacturer.

Furthermore, trophies will be awarded to the best LMP2 team, LMGTE AM team, LMP2 driver(s), and to the best LMGTE AM driver(s).

New sporting and technical regulations for the series were also approved. Hybrid and non-hybrid LMP1 cars will now compete together, with a series of proposals to homogenise the performance of the hybrid LMP1s and non-hybrid LMP1s ratified. Points for key races will also be modified, with the 1500 Miles of Sebring now carrying 32 points (+25% in relation to a 6-hour race), while the 24 Hours of Le Mans will see a reduction in points awarded from 50 to 38 points (+50% in relation to a 6-hour race).

An eight-race calendar will stretch from May 2018 until June 2019 and feature two visits to Spa-Francorchamps and two editions of the 24 Hours of Le Mans. All events remain subject to ASN confirmation.

In Touring Cars, the World Council confirmed that the FIA World Touring Car Championship and its associated brand will cease on 8 December, 2017. A new FIA World Cup will be introduced for 2018/2019 called WTCR – FIA World Touring Car Cup, which will be promoted by Eurosport Events Limited.

The Cup will run to FIA TCR Regulations for 2018-19, with the regulations being frozen for this period. Only TCR cars with an FIA World Cup passport delivered by the FIA will be eligible to compete.

The Cup will replace the TCR International Series and is for private entries only, with no manufacturer title or entries permitted. A minimum of two cars per team must be entered. There will be a maximum entry of 26 cars, and FIA-validated balance of performance and success ballast systems will be implemented.

In Formula One, a number of amendments to the Sporting and Technical Regulations for 2018 were approved. These include regulations relating to procedures for starting or resuming a race behind the safety car, changing the event timetable to increase flexibility, and ensuring that testing of previous cars may only take place on tracks currently holding an FIA Grade 1 or 1T licence. Provision was made for demonstration events in previous cars that

does not constitute testing. No such demonstrations may exceed 50km in length and only tyres manufactured specifically for this purpose by the appointed supplier may be used.

Additionally, changes were made to ensure that oil cannot be used as fuel, along with the introduction of a detailed specification for oil. A minimum weight and volume for energy storage (batteries) was specified and changes to the position of cameras and wing mirrors to accommodate the Halo system were also approved.

A change to the power unit penalty system was also ratified, whereby if a driver incurs a penalty exceeding 15 grid places he will be required to start the race from the back of the starting grid. If more than one driver receives such a penalty they will be arranged at the back of the grid in the order in which the offences were committed.

Elsewhere in F1, the World Council was presented with a report on the security incidents that occurred at this year's Brazilian Grand Prix, which had been requested from the Commercial Rights Holder (CRH) by the FIA.

Following the report, the CRH recommended that the promoter, who is responsible for the security of the event, retains an independent security expert to evaluate and advise on security plans, implements a police reporting hub at the circuit and improves overall communication between the promoter's security, police and F1 stakeholders.

The World Council strongly urged the promoter to implement these recommendations and improve the situation ahead of next year's event. The FIA will offer to participate in discussions with the local authorities and will closely monitor the situation.

The 2017-18 Formula E season, which began last weekend with a double-header in Hong Kong, saw a change to its calendar, with the event in Sao Paulo, Brazil being replaced by Punta del Este, Uruguay.

The FIA's Formula 3 category also received attention, with the Council agreeing to the creation of Sporting Regulations governing future FIA F3 Regional Championships certified by the FIA.

The FIA Single-Seater Commission was also granted approval to create two F3 Regional Championships in the Americas and Asia.

A full update of the F3 Technical Regulations applicable to both F3 International from 2019 and F3 Regional from 2018 was also ratified. This will introduce newly-developed safety requirements, as well as updated bodywork and powertrain regulations.

In Formula 4, championships certified by FIA will now be able to race in neighbouring countries regardless of whether that country has its own championship. The F4 French Championship, certified by FIA, will launch in 2018 using a Mygale chassis and Renault engine. The introduction of the second generation F4 car will be postponed until end of 2023. F4 cars featuring the Halo update kit, which has to include a new survival cell, will be available from 2019 for any new championships as well as any ASN wishing to change.



In the FIA World Rally Championship, in 2018 private teams or individual drivers will be permitted to enter 2017 specification World Rally Cars on WRC events, without the obligation to be entered by a manufacturer. Such entries will remain subject to the approval of the FIA Rally Department, and specific restrictions on testing will apply. Elsewhere, DMACK, Michelin and Pirelli were confirmed as the nominated tyre suppliers for the 2018 FIA World Rally Championship.

A number of safety measures were also on the agenda, with the Council approving the release of a new top-end helmet standard (Advanced Helmet), which offers several safety improvements over the previous highest standard. This is a landmark development that will offer the best protection available in the world. The new helmet features advanced ballistic protection, increased energy absorption, more rigorous impact testing, and an extended area of protection. The new helmet standard will be implemented in the FIA's major championships over the coming seasons starting with F1 in 2019.

A new FIA biometric safety standard has been created to allow full-time biometric monitoring for performance data and to allow athletes to track their biological data before, during and after racing to improve training, injury prevention and performance.

The FIA is also working on a project involving biometric gloves that will conform to this standard. This will improve rescue response operations through immediately available vital biological data as well as assisting with the decision-making process, even if communication with drivers may not be possible.

Finally, the members of the FIA Sport Commissions were agreed – including those of the new Disability and Accessibility Commission and the new Environment and Sustainability Commission. The constitutions of these commissions will be made public on Friday (8 December) during the FIA General Assembly. It was confirmed that the President of the FIA Women in Motorsport Commission will, from now on, be a member of the World Motor Sport Council by right.

Full details of the Council's decisions, including calendars for a variety of championships, can be found at FIA.COM.

THE KEY TO SUCCESSFUL CAMPAIGNING

Yesterday's Membership Benefits Forum in Paris focused on the theme of 'Empowering Club Voices: The Art of Effective Campaigning', looking at how Clubs can achieve effective partnerships and collaboration in their advocacy efforts and how they can deliver effective campaigning.



The forum opened with Albert Asseraf, Executive Vice-President, Strategy, Research and New Usages at JCDecaux detailing how the FIA's innovative #3500LIVES campaign had been delivered by the Federation in partnership with the outdoor advertising giant.

Mr Asseraf explained that JCDecaux reaches more than 410 million people worldwide each day across its various platforms and that when presented with the campaign proposal by FIA President Jean Todt, it had been a logical step to leverage space visible to millions of motorists, cyclists and pedestrians around the globe.

Revealing the impact of the campaign, which features key road safety messages presented by 14 internationally known celebrities from the worlds of sport, entertainment and politics, he said that the campaign images had been displayed on 50,000 panels worldwide, in more than 900 cities in 77 countries and in more than 30 languages. He added that had the space been purchased for display the cost of the campaign would have exceeded €10 million.

He continued by saying the initiative had been such a

success that it will be prolonged through 2018, giving more time for the messages to have the necessary impact.

The meeting then looked at how a harmonised campaign can work at national level with Oliver Schmerold, CEO of Der Österreichische Automobil, Motorrad und Touring Club (ÖAMTC) explaining how the Austrian Club had developed the #3500LIVES campaign for its own market.

Mr Schmerold first explained that the Club had the option of letting the campaign exist as an external programme, or reacting and expanding on its themes with Club-developed activity on a national level.

Taking the second route, he revealed how the ÖAMTC had constructed a 360° campaign based around use of a further 1,200 billboard displays nationally in addition to the original three-city plan using digital out-of-home sites.

In tandem with this, the Club launched a competition for the public to submit pictures of themselves to emulate the 14 celebrities in becoming a #3500LIVES Ambassador. The winners were presented with tickets to last July's FIA

Formula One Austrian Grand Prix and the opportunity of a meet-and-greet with F1 drivers Fernando Alonso and Valtteri Bottas.

The Grand Prix drivers were then hosted in Vienna in advance of the race weekend for a press conference around the goals of the #3500LIVES campaign. The result was 45-minutes of live airtime on Austrian broadcaster ORF, coverage in 19 newspapers and magazines and exposure on more than 40 websites.

He concluded by saying that learnings for the Club were a wish to receive key campaign materials earlier in order to create effective national plans, greater freedom to implement campaign materials to suit the needs of Clubs and a long-term plan for the campaign with recurring communications milestones.

A completely different approach to effective campaigning was then outlined by Ferry Smith, Director of Public Affairs at the Royal Dutch Touring Club (ANWB).

Explaining that despite reduced road fatalities in the EU, road safety is declining in the Netherlands and that the issue has not been seen as a priority by government.

The result was an initiative launched by the ANWB that, following interviews with potential stakeholders, brought a broad spectrum of interested organisations together for a dinner to discuss possible advocacy initiatives. "The idea was to stimulate synergy, co-operation and commitment," said Mr Smith.

Over the past three years the initiative has proved a great success with a variety of well-known keynote speakers and guests (such a Dutch F1 driver Max Verstappen in 2016) helping to inspire greater engagement with road safety at corporate and policy-making level.

This "strong road safety coalition" has since issued a road safety manifesto that, following elections in the Netherlands, has been in the government's coalition agreement.

Following the two presentations, delegates were then asked to work together on a questionnaire seeking to provide the FIA with key information on Club views on delivering effective campaigns (the results of which were shown at the end of the session), and which FIA Secretary General for Automobile Mobility and Tourism Andrew McKellar said would help define future campaign strategies.

The forum also heard the results of IPSOS research into the effectiveness of the first year of the #3500LIVES campaign, which among other items revealed that in two surveyed countries, the Netherlands and Thailand, the campaign had been exceptionally well received, with 83% of This questioned having a positive perception of the initiative and with 68% of Dutch respondents delivering the same message.



TOWARDS IMPROVED LEARNING

The meeting of the Board of the FIA University yesterday looked back on a successful year of activity, and outlined the need to build a strong strategic vision for its future.



The meeting first heard reports from the FIA University's Senior Executive Programme and from the FIA University Region II Club Development Programme.

The Senior Executive Programme, which took place from 1-3 November was the first to be held at the Columbia Business School in New York and represents the FIA University's first Ivy League collaboration.

In all, 21 participants from 13 Clubs in 11 countries took part in the programme, with the attendees comprised mainly of Club CEOs, Presidents and top management. It featured courses on innovation, leadership and choice, digital business transformation, branding, governance, and change management.

Social events also featured strongly, with a particularly well-received 'Leadership jazz cocktail' in which the bandleader explained the value of improvisation in jazz as a metaphor for flexibility. Overall the programme received an approval rating of 4.53/5.

A review of the FIA University Region II Club Development Programme, which took place from 25-27 October, revealed that the fourth edition of the course attracted 26 participants from 14 Clubs in 10 countries.

Here, the focus was on 'Customer Experience and Innovation'. A site visit to see the operation of a call centre was particularly valued by participants, who gave the programme a rating of 4.79/5.

Participation figures by country were then examined, with Australia topping the chart with 24% of attendees of global

programmes and 19% of global and regional programmes participants being from the country. Spanish students were the next largest group in global programmes with 12%, while Paraguay was second in the regional list, with 10%.

In all, 421 people have attended global and regional programmes and 162 have attended global programmes. The Emerging Leaders Programme at ESADE in Barcelona, now heading towards its seventh edition, has been the most popular programme with 141 alumni, with the Region IV Latin American Leaders next with 98 alumni.

Looking ahead the meeting then looked at the 2018 schedule, which features the Emerging Leaders Programme at ESADE Business School, Barcelona from 12-16 March; the Region IV Latin American Leaders Programme (4th edition) on a date to be announced, a second edition of the Senior Executive Programme at Columbia Business School, New York from 15-17 October (TBC), and finally the Region II Club Development Programme (5th edition) at Curtin University, Perth on 29-31 October (TBC).

Finally, there was discussion about a future strategy plan for the FIA University. Board members agreed that greater visibility is needed in order for the FIA University to resonate with a larger number of Club members.

Given the expense and time involved in sending delegates to events, they suggested exploring a broader range of education possibilities, such as e-learning platforms, in order to reach as many Clubs as possible. As such, the Board agreed to the formulation of a four-year plan for the University, to be delivered at a future date.

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