



# CONFERENCE NEWS

NEWSLETTER #2  
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DEFINING  
NEW  
SPORTING  
DIRECTIONS



# FORGING NEW PATHWAYS

FIA PRESIDENT JEAN TODT OPENS SPORT CONFERENCE 2017, SAYING MOTOR SPORT IS A "CATALYST FOR PROGRESS"



FIA President Jean Todt yesterday formally opened the fifth edition of FIA Sport Conference, saying the progress made in motor sport in recent years has provided a strong platform for future innovation, on track and on the road.

After welcoming delegates from 111 ASNs/ACNs to the three-day event in Geneva, the FIA President said: "The world is changing with unprecedented speed. Motor sport is confronted with new sets of values and an increased desire for respect and preservation of the resources of our planet, new developments such as autonomous driving and a strong demand for e-mobility.

"Sport is a catalyst for progress. The technical formulas we have defined and implemented in our world championships, such as Formula One or Endurance, are reaching maturity," he said. "I am convinced that today's progress in these disciplines will open the door to the innovations we will find in hybrid vehicles in the next few decades and Formula E is paving the way towards electric mobility in our cities and beyond."

President Todt also pointed to the changing nature of

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Jean Todt,  
FIA President



engagement with motor sport, adding that the sport must involve fans in a broader experience in order to meet modern demands.

"The direction of many sporting events is that they become entertainment events, with not only sport as a focus but also music, culture and new ways of sports presentation that enrich the fan experience and go far beyond traditional racing."

"We are working very closely together [with the new commercial rights holder in F1] in an open and friendly way, with clearly defined common goals to improve the quality and the attractiveness of the FIA Formula One World Championship, to carefully manage costs and development, and at the same time to secure innovation as a very important factor of distinction."

In Formula E, the FIA President pointed to the developments made in technology within the championship and the ambition of the 2017-'18 calendar, which features new events in Santiago, Sao Paulo and Rome. "New manufacturers are lining up to join this championship," he said. "The impact of this exposure to millions of potential new fans will be fantastic, and the desire of the cities and manufacturers to be involved shows how much of a success Formula E has been over its first three seasons."

Looking back at the first five editions of the Sport Conference, FIA Deputy President for Sport Graham Stoker highlighted the progress made by the FIA in the time of the event's existence,



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Graham Stoker,  
FIA Deputy President  
for Sport

including recognition by the IOC in 2013, which he said proved the Federation's role is "not simply in governance; we're in sport development, we're in social responsibility, we're in pathways of developing sport." He also referenced the growing potency of motor sport regions such as South America and Asia, demonstrated at the 2015 conference in Mexico, and the growth in social responsibility of the sport, highlighted at last year's conference in Turin.

He added, however, that questions still remain: "We want safety but we want exciting sport. We want drivers but we want teams and manufacturers. We've got technology but we want to see action on the track. We need to enjoy our sport but it also has to be sustainable and relevant."

"Conferences such as this lead to a situation where we can start to answer these questions and I think we have strong answers to them," he said. "For the first time, all the major promoters are represented here and there is a new will of co-operation in our sport among promoters, the industry and the governing body and if we have that, together with our ASNs, we are very powerful and we can move forward and be confident in the next decade."

Finally, Mr Todt also paid tribute to John Hughes, the former President of the FIA Historic Motor Sport Commission who passed away recently.

# RACING TOWARDS THE FUTURE

YESTERDAY'S OPENING PLENARY SESSION GAVE A FASCINATING INSIGHT INTO MOTOR SPORT'S CAPACITY TO EXCITE, CONNECT AND INNOVATE, AT EVERY LEVEL OF COMPETITION.

The first plenary session of FIA Sport Conference 2017 began by looking back over the achievements and advances that have been made over previous editions. With the great strides that were made at conferences in Goodwood, Mexico City, Munich and Turin, this first session gathered some of the most influential figures in motor sport to discuss the biggest challenges facing the sport in the coming years.

The session began with a keynote speech from two-time FIA World Rally Champion Carlos Sainz, who discussed the differences in the motor sport landscape now compared to when he first discovered his passion for driving.

"When I was younger it was much more difficult to get involved," he said. "Today it is possible to fall in love with the sport immediately, with access to the videos online, on social media and so on. All the new technology will help them become the next generation of fans.

"So few people reach the very pinnacle of any sport, it is always an incredible achievement. All of us in motor sport need to keep the balance for our young drivers, and in that I think the FIA single-seater pyramid is great. But the key, for me, is to make sure that the very best drivers, the winners, automatically have to opportunity to move up to the next level."

The rally legend was then joined on stage by Formula One Group CEO Chase Carey, Mercedes-AMG F1 Executive Director Toto Wolff and Lamborghini CEO and FIA Single-Seater Commission President Stefano Domenicali.

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*The key is to make sure that winners, automatically have the opportunity to move up to the next level.”*

Carlos Sainz,  
Two-time FIA WRC Champion

With the recent change in Commercial Rights Holder in Formula One, the panel first considered the steps being taken to grow the sport.

"There's no one thing that's a silver bullet – it's a cumulative process," said Carey. "In the world today, where people have more and more entertainment choices, you have to keep finding ways to make the events more special and more memorable. We've got a sport that lends itself to that. We have magic and mystique, power, speed and all the things that if presented in the right platform, can grow."





Wolff looked at the significant impact motor sport has had on the Mercedes brand, and added, "Ten years ago, if you'd asked what a Mercedes was they might have said a taxi, but with success on track we are changing public perception of the brand. This shows how powerful Formula One is as a way of making global changes to your identity."

From looking at the pinnacle of the single-seater pyramid, the discussion then turned to the system as a whole. As FIA Single-Seater Commission President, Stefano Domenicali has been instrumental in recent developments in completing this system within the FIA framework.

"Due to the vision of the FIA President, we planned for the right way to create this pyramid," he said. "Since 2014 we already have 12 championships around the world. For the future, in terms of performance, we need to make sure there is a balance in their training and learning. We must also keep costs under control at all times. It is something that is very tricky to manage, but we are working in the Commission to achieve this."

To close the opening session, the panellists were invited to speculate on the future of motor sport and paint a picture of how they see the landscape in 10 years' time.

For Sainz, one of the main areas for development is safety. "Safety is a never ending story. When I think how we were doing rallies when I first started, not only with cars, helmets, but also so many issues with the public



and spectators, today that is history, and I think we can continue this progress."

Wolff considered the future in terms of the essence of the sport, saying: "I think we are in a crucial period because the world is changing. If I think back to Carlos' career, I remember smashed windows towards the end of a rally – all the drama and the glory, this is the key ingredient of motor sport and the question is how do we preserve that for the next 10 years."

Continuing on a similar theme, Chase Carey said: "Our challenge is to find new ways to stay at the pinnacle of motor sport. We're working together with the FIA to make Formula One all it can be."

Finally, Stefano Domenicali closed the session by concluding: "The more connected we are to the world the more we can develop sport that is focused on what fans want and make sure that in ten years, motor sport is even more popular and exciting than it is now."

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Formula One all it can be."*

Chase Carey,  
Formula One CEO

# CONSTRUCTING THE PYRAMID

*THE WEEK'S FIRST INTERACTIVE SESSION FOCUSED ON METHODS OF BUILDING THE CAREERS OF DRIVERS FROM ENTRY LEVEL TO THE VERY TOP OF THE MOTOR SPORT LADDER*

The first interactive session of the 2017 FIA Sport Conference brought delegates together with the directors of the FIA Sporting Departments. Heads of the CIK-FIA, Circuit, Historic, Hill-Climb, Off-Road and Rally disciplines presented innovative ways in which ASNs can create a clear and coherent pathway from grassroots level to the top of the various pyramids.

The presentation on the Cross Car concept announced at Monday's meeting of the World Motor Sport Council perhaps drew greatest interest. An off-road discipline developed to allow ASNs to foster grassroots motor sport, Cross Car has been initiated by the ASN Task Force and the Development Department. ASN Task Force President Andrew Papadopoulos and FIA Deputy President for Sport Graham Stoker were on-stage to discuss the Cross Car initiative.

Commenting on the concept, Stoker said: "It is my intention not only to have Cross Car available through the Sport Grant Programme, but as soon as we've driven the price down, we can offer that free of charge as a pilot scheme to certain key areas around the world. Right at the bottom of the pyramid we have karting slalom and we will have Cross Cars. That's where it all starts."

Elsewhere, the essential role of track design in constructing new kart circuits was explained by CIK-FIA Executive Secretary Kay Oberheide. With karting forming the first



level of training of almost every driver – both on the track and the road – education is a hugely important aspect, and Oberheide said, "Motor sport should be a basis for education as well as for safety in daily traffic, the handling of cars and for behaviour in competition as well."

FIA Circuit Championships Director Frédéric Bertrand, addressed a wide variety of disciplines, from single-seaters to drag racing and drifting. However, despite the differences between these disciplines, many of the key issues involved are the same. "We have to work to develop drivers, and ensure that they adapt to their environment as they progress through the disciplines of circuit racing."

Moving on from the area of circuit racing, Jarmo Mahonen, FIA Rally Director, encouraged ASNs to focus on three 'pillars' of strategy: product, talents and markets. Mahonen also drew attention to the fact that the discipline has a unique opportunity to appeal to people who are interested in other adventure type sports such as mountain biking and skiing, but who may not have previously considered competing in motor sport. "Creating a talent pathway is an integral part of offering and benefits for new events, and this requires the support of manufacturers, event organisers and the wider territories," he said.

The final two presentations were given by Vincent Caro, head of the Hill Climb, Historic and Off-Road departments. "Hill climb is a discipline that fosters the development

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we have karting slalom and  
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That's where it all starts."*

**Graham Stoker,**  
FIA Deputy President for Sport



of motor sport at the grassroots, regional and national levels," he said. With hill climb being a discipline that involves very short runs, and also contains FIA regulations which restrict development of cars, it is ideal for keeping costs down. Historics, meanwhile, feature specifications that "are set in stone in FIA Appendix K. Therefore, buying a historic racing car is a long-term investment: the car must be as it was in period; it does not risk becoming obsolete after one season and there is no need to upgrade it every year," Caro added.

Commenting on the session as a whole ASN Task Force President Andrew Papadopoulos said: "What we have discussed today in this session should provide aspirational goals to reach the level of being able to run national championships such as F4 and other series of that level. There is so much we can do with grassroots motor sport, the price is important of course, but it's only through developing these areas that the higher levels can be achieved sustainably."

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*Motor sport should be a basis for education as well for safety in daily traffic."*

Kay Oberheide,  
CIK-FIA Executive Secretary



# EMPOWERING INCLUSIVITY

*FEMALE PARTICIPATION IN MOTOR SPORT IS GROWING EXPONENTIALLY BUT THERE IS STILL WORK TO DO AS YESTERDAY'S BREAKOUT SESSION REVEALED*



FIA Women in Motorsport Commission President Michèle Mouton yesterday said that the Commission has helped make female participation in motor sport “stronger” and “more influential” but that there is more work to do through a series of new and continuing initiatives.

“We started eight years ago and since then we have organised many educational, sporting and promotional programmes. We now have women in all the disciplines of competition and we have increased the number of women in high positions in motor sport. We are stronger and more influential and we have an incredible international network, of which I’m really proud.”

Looking to the future, the Commission President revealed that in tandem with existing driver discovery programmes a new selection process is in development.

“We have submitted a huge initiative to the European Union through the Erasmus programme and if this programme is selected we will organise a major selection process around Europe with eight ASNs and a university in France. This will help detect more talent across Europe and if it is successful we will continue it around the world.”

She added that the Commission will continue partnering with the CIK-FIA on karting initiatives for girls and on the cross-country rally driver selection programme launched in conjunction with Qatar’s QMMF in 2015.

Speaking about the efforts of the Commission, GP3 driver Tatiana Calderón said that the initiative had broadened her vision of what was possible in motor sport.

“I started racing 14 years ago and back then I had no female role models, but thanks to the FIA Women in Motorsport Commission I found out that we had Susie Wolff and Monisha Kaltenborn and it gave me even more motivation to pursue my goal to race in Formula One,” she said.

After the session, Formula One CEO Chase Carey admitted the sport would welcome a female driver. “The more inclusive we can be the better it is for us,” he said. “It’s the right thing to do. It bring us back to development: we have to find ways to engage and involve everybody.”





# FAMILY MATTERS

*DELEGATES YESTERDAY HEARD OF THE BENEFITS OF THE FIA'S RECOGNITION BY THE INTERNATIONAL OLYMPIC COMMITTEE*



In September 2013 the FIA gained full recognition by the IOC, a status that included the Federation in the family of world sporting organisations. Yesterday, in the country that is home to the majority of international sporting organisations, delegates learned how recognition benefits the FIA and how Olympic platforms are opening up a world of communication possibilities for ASNs.

Raffaele Chiulli, President of the Association of IOC Recognised International Sport Federation (ARISF) and President of the World Federation of Powerboating, told delegates that gaining recognition "was not easy and many people said 'why motor sport?' but we need motor sport because our champions are excellent role models for safety and environmental issues and they act as excellent ambassadors for our values. We are very proud to have a federation such as the FIA which is striving continually for excellence."

FIA Deputy President for Sport Graham Stoker added: "It means that we have added credibility as a global federation. The IOC has seen that we are the only international motor racing federation and so the sporting power operating in this room is of real value."

"Secondly, I know that there are national sporting organisations that have contacted their national Olympic committee and are getting help to develop their sport," he continued. "The third point is that modern global federations within the IOC family don't just govern sport they are concerned with social responsibility. There are so many opportunities here. It is a great achievement."

One of those opportunities comes in the form of the Olympic Channel, a digital platform not only available to Olympic sports, but to the activities of all IOC-recognised federations.

"The channel is an initiative from the Olympic movement for the Olympic movement and the recognised federations

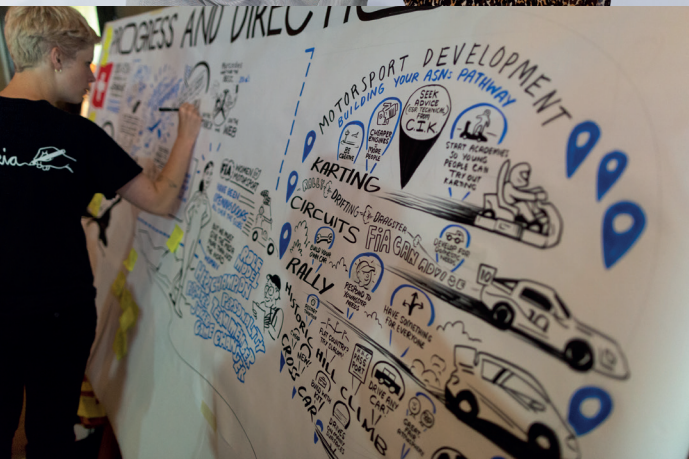
are part of that, so we want to offer the knowledge we have," said Jochen Färber, Chief of Olympic Channel Services. "We want to reach out even at local level to the different countries. Currently we have the menu in 11 languages. We have social media specialists, we have content producers. We can be seen probably as an extended arm of the communications department of an international federation. The channel has about 6 million followers but this is not sufficient. We want to grow much more. We want to go to a different level and this is where we offer our help to the federations, to the athletes, to different nationalities."

Deputy President Stoker added: "There are a number of benefits from being a member of the IOC family and one of them is its very advanced digital platform. It brings all the federations together and I think we should get involved in it and showcase a range of our sports, not just Formula One, but all the other aspects of our sport."

Asked if motor sport could one day feature at an Olympic Games, Stoker added: "I think there are opportunities. With our unique position with mobility I think perhaps Formula E demonstrates sustainability and if we harness road safety as well, reaching out to the young, perhaps we could do something, so watch this space."







Prof. Dr. Bettina Reuter, Dean of the study programme MBA Motorsport Management and a group of students, who are attending the FIA Sport Conference for the second time. According to Prof. Reuter, the conference represents a course achievement for the students as well as a networking platform. They are working in partnership with Deutscher Motor Sport Bund.





## POOLSIDE PARTY

The opening day of FIA Sport Conference 2017 was brought to a fitting end as assembled delegates enjoyed a perfect Swiss summer's evening at the side of the Intercontinental Hotel pool. After officially starting proceedings yesterday morning, FIA President Jean Todt gave a more informal welcome to the record number of delegates gathered at the home of the FIA's sporting and administrative departments, inviting them to meet with their fellow ASN representatives, foster old friendships and build new ones over the course of a busy week.







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20-22 JUNE

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MARELLI**

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MEMBER OF MOL GROUP  
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