



Dear colleague,

There's now just over a month to go before FIA Mobility Conference Week kicks into gear in The Hague and in this edition of our newsletter we're taking a look at one of the key issues facing motorists today and in the future – connectivity.

Communications technology is becoming an increasingly important feature on modern cars and greater connectivity opens up a number of possibilities, opportunities and issues for clubs everywhere – from advising members on how to get the best from new systems to the potential for clubs to exploit new technology through enhanced communications services.

To explore this theme, Ton Steenman, from computing giant Intel, will deliver a keynote address on Connected Cars on Thursday morning of Conference Week.

As Vice President of the Intel Architecture Group and General Manager of the Intelligent System Group, Steenman is responsible for growing the company's business in a variety of intelligent connected devices across a spectrum of business sectors worldwide, including the rapidly expanding arena of automotive connectivity.

Commenting on the theme, Ton says: "Consumers are constantly connected through mobile devices and the car is increasingly part of our digital connected lifestyle. The convergence of car, devices, and the cloud is presenting automakers with an unprecedented opportunity to transform the driving experience.

"By adding enhanced connectivity as well as computational intelligence in the car, a new world of in-vehicle services and applications that makes the driving experience safer and more intuitive is within reach".

As such, Ton's address will tackle the technological considerations of the opportunities opening up and he will examine how various partners in the industry, including clubs, can collaborate to enable the in-vehicle experiences of the near future.

#### **Share Fair**

While Conference Week's keynote addresses will provide delegates with the chance to tap into the knowledge of experts in a variety of fields, there will also be many opportunities for clubs to learn from each other and to access FIA resources. The event's Share Fair will aid in this, particularly through two exhibits focusing on the FIA University, International Driving Permits and the FIA Grant Programme.

The FIA University will present its final Emerging Leaders Programme, which will take place at the ESADE University in Barcelona from 14-18 October. The programme is aimed at helping clubs to

identify new opportunities and structure themselves for a sustainable future. As such, the course gives talented young individuals to master new skills and build leadership styles they can positively bring to bear on the development of their clubs.

In conclusion, President Jean Todt says:

"I wish that the particularly full programme of our upcoming Mobility Conference Week meets your expectations.

This Conference Week is also an opportunity for you to increase your contacts with the delegates of the other clubs and thus compare your experiences.

I hope to have the pleasure of seeing a great many of you in The Hague for these days of debates and meetings, which will be very productive and rewarding for all of us."

That's it for issue five of our newsletter. It'll almost be time to welcome you to The Hague on 10 September for what's shaping up to be a fascinating and productive week.

Greetings from Paris,

Your Mobility Conference Week Team.