



# ANNUAL GENERAL ASSEMBLY

ISTANBUL 3 - 7 DEC 2012

# 2012 FIA Survey



**Which is the oldest  
University  
in the World?**



# Pandidakterion Constantinople

ρίθω τε καὶ ὀκτώσιν ἀναβυτησίαις καὶ ἀρσέν· καὶ ἀδασκαλοῖσιν ἡγήσασιν· καὶ τὸ ἰσασὺν  
δαίον ἀποδεχόμενος τε καὶ συγκρατῶν· ἀφ' οὗ καὶ τὴν γαίλοπιάνα ἀπέλασας· οὐκ ἔνμου  
κράτει χροῖται· ἀπὸ τὸ λογικῶν μετ' ἑφ' ἡμεσε τὸ πολίτευμα.



πεμελίθω καὶ τῶν μαγασίων καὶ χειρωνακτικῶν τεχνῶν· καὶ εἰσὶν ὁδοὶ μεγάλα καὶ ταῖς  
ἀγίνας κεν· ἔνδε καὶ ταῖς ἀφ' οὗ καὶ τὴν γαίλοπιάνα ἀπέλασας· οὐκ ἔνμου  
κράτει χροῖται· ἀπὸ τὸ λογικῶν μετ' ἑφ' ἡμεσε τὸ πολίτευμα.

University of the Palace Hall of Magnaura

**Why were  
Universities  
created?**



# Teaching





# Research





**University**









**227**

**60**

**132**





**227** Clubs

**60**

**132**



**227** Clubs

**60**

**132** Countries





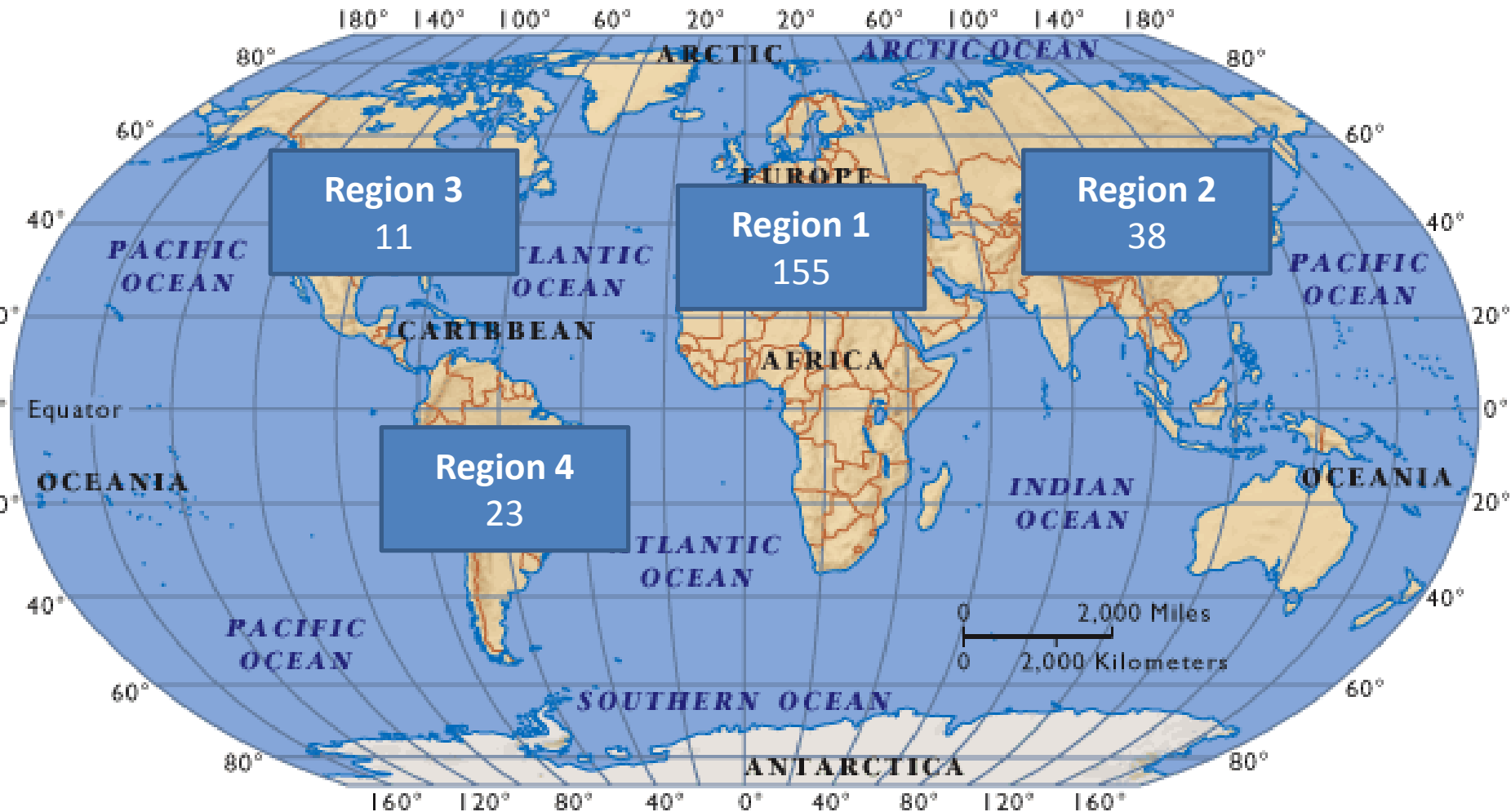
**227** Clubs

**60** Million road  
and truck users

**132** Countries



# Mobility World





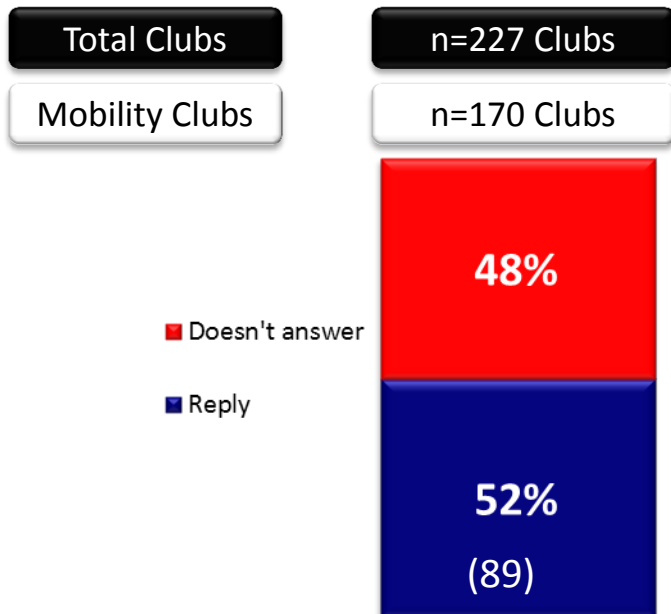


# Mobility World

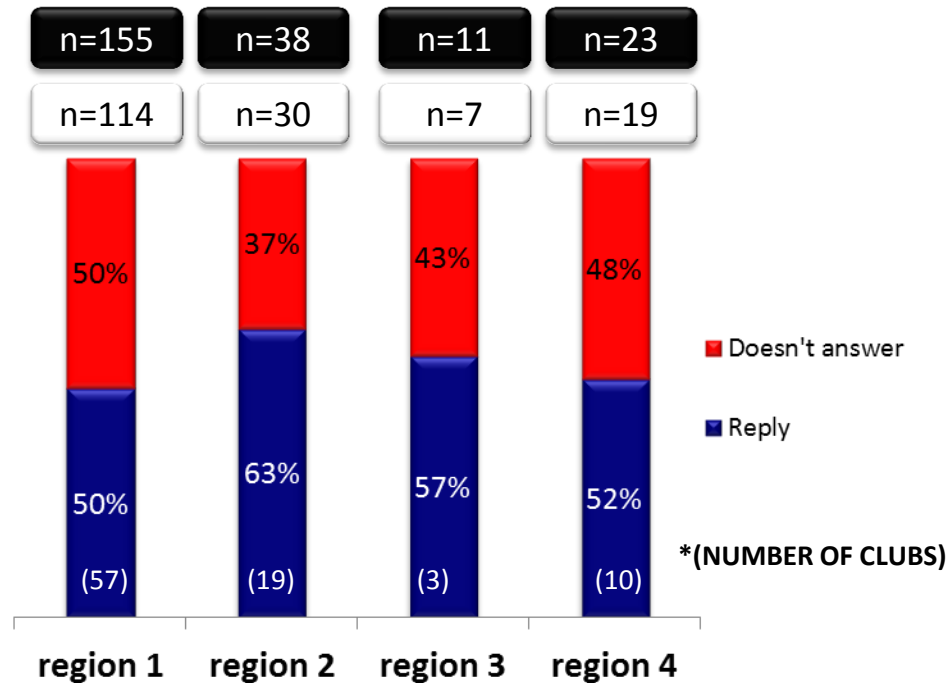
## Survey among Mobility Clubs

89 replies from different clubs of 74 countries

Number of replies



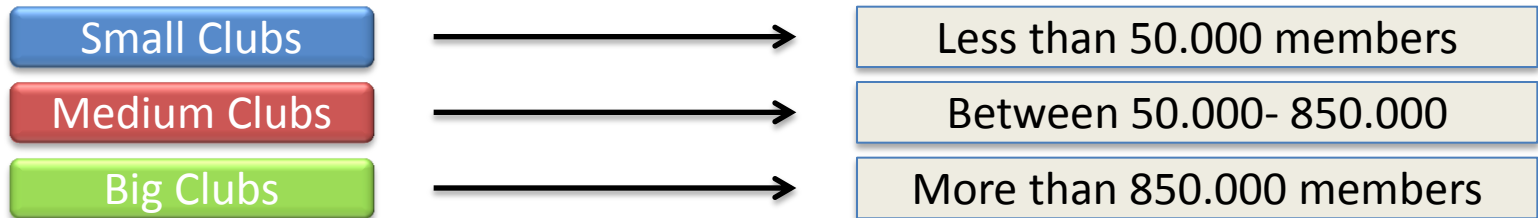
Number of clubs per region





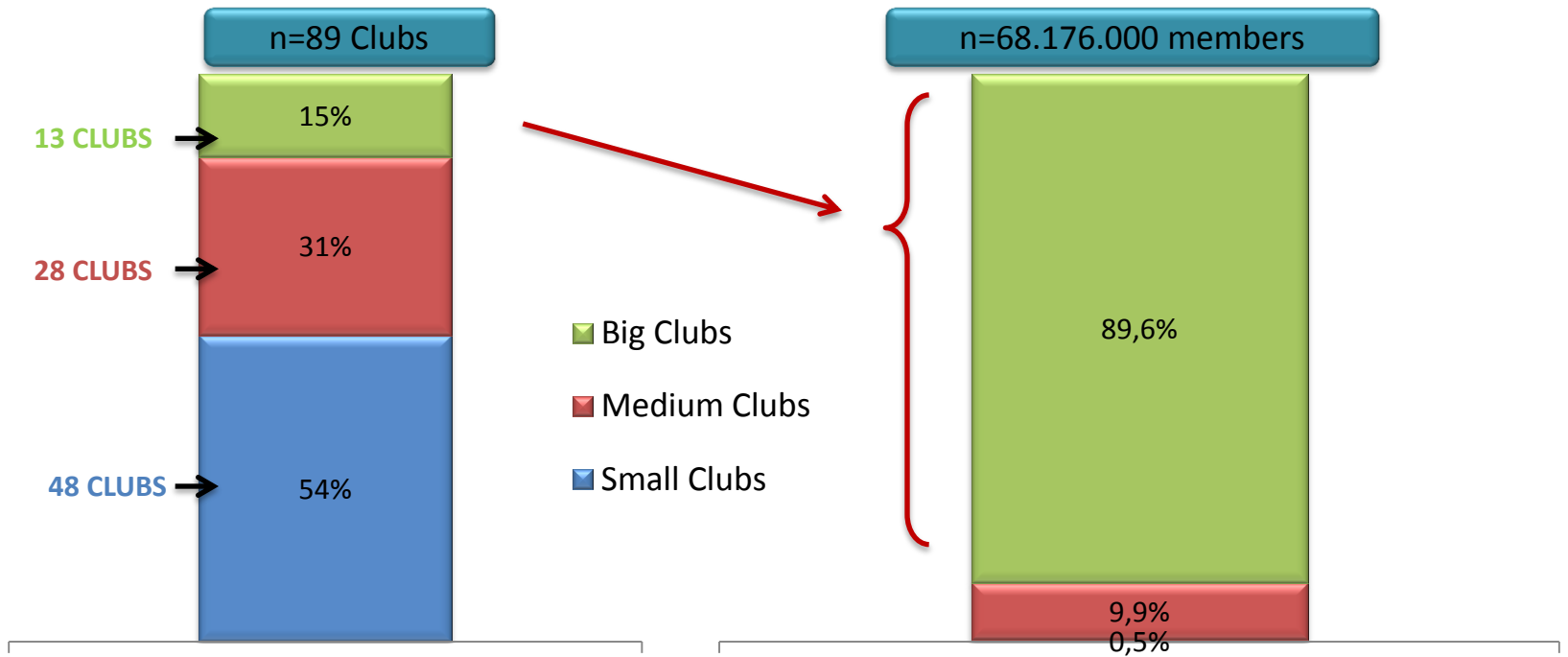
# Mobility World

There are different size of clubs:



Size of club distribution

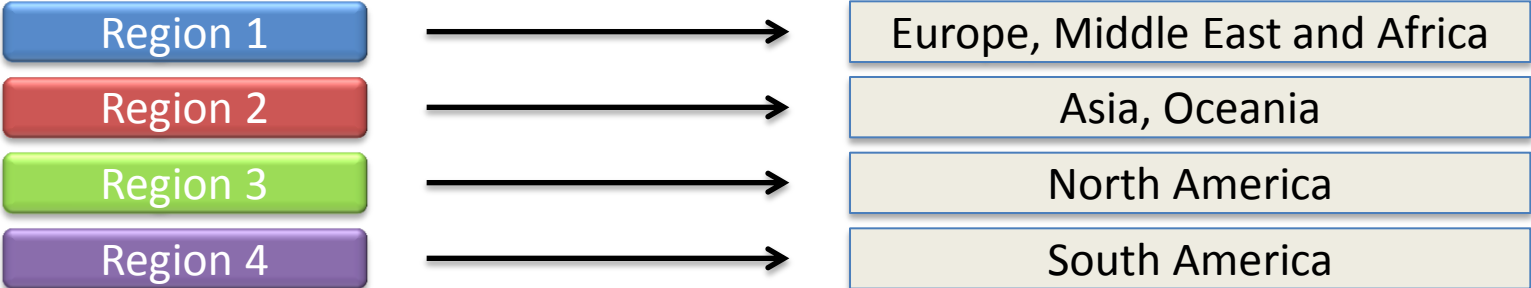
Club members per size of club



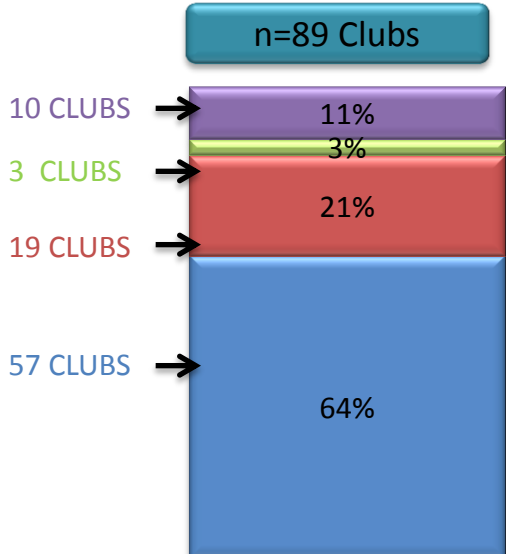


# Mobility World

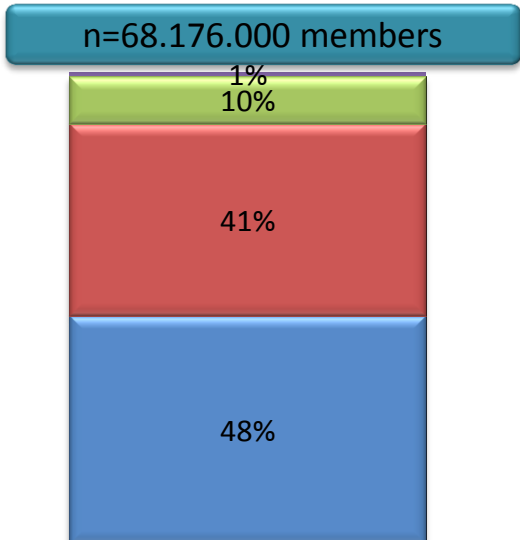
There are different Regions:



Club regional distribution



Club members per region



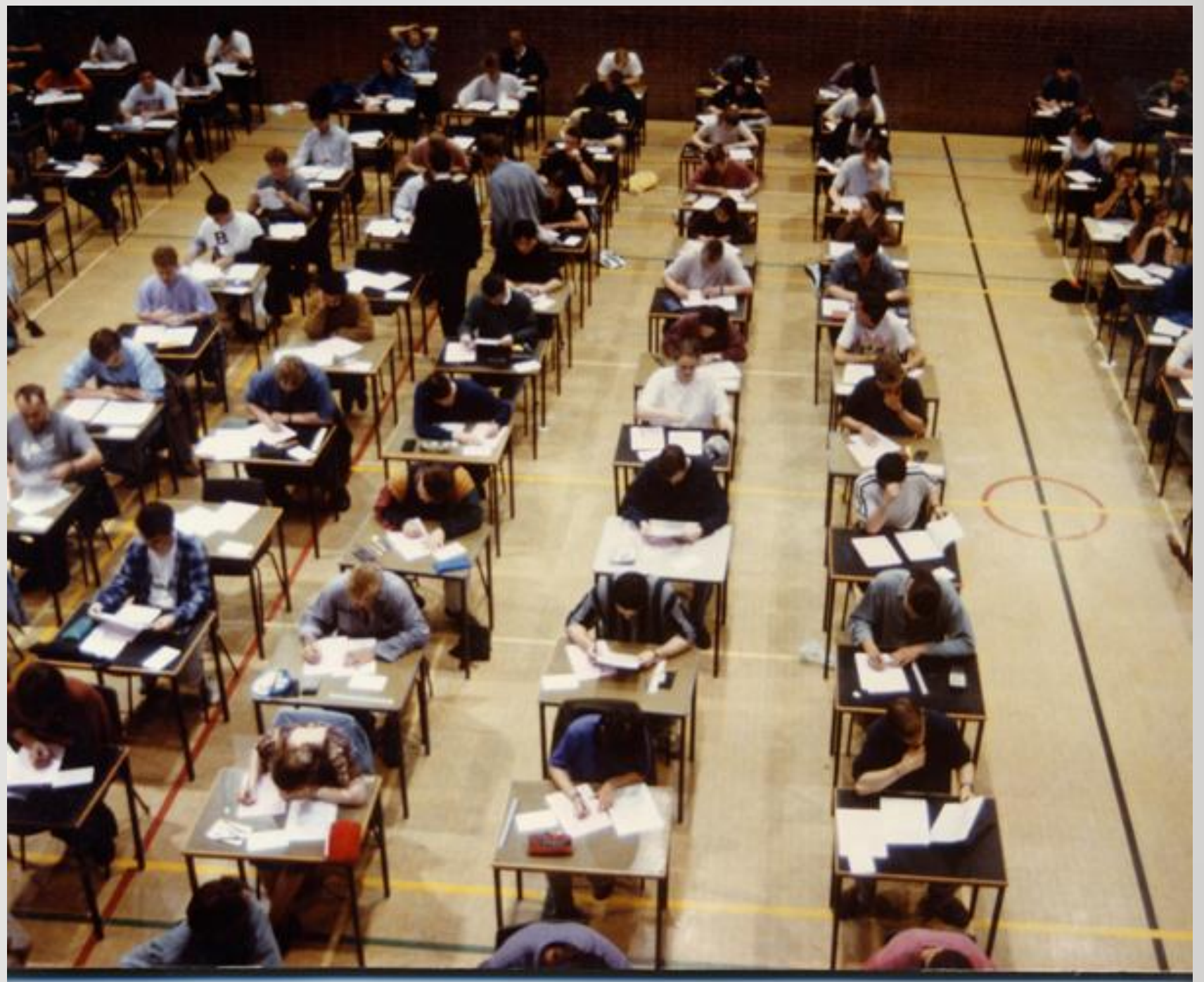
- Region 4
- Region 3
- Region 2
- Region 1

\* To make our analysis we are going to join Region 3 with Region 4 because the samples of them are small (They will be included in Region 3+4).





**WHO WOULD  
LIKE TO WIN  
3,000 EUROS?**



**QUIZ**

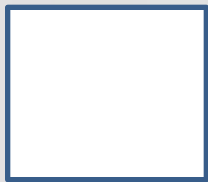


# Rules of the “GAME”

- **The Exam will consist on 10 questions**
- **The one that gets the 10 questions ‘right’ or the highest number of questions answered right will win 1 sit for your Club in our FIA University Emerging Leaders Program**
- **If we have a draw, we will run a lottery among them**
- **You will have 4 minutes to complete the 10 questions (it is a multiple choice)**
- **We will inform you of the winner TODAY**

# 1

**What is the characteristic that makes the Clubs look more alike?**



**Region**



**Size**



# 2

**Which one is the most widespread service among FIA Clubs?**

**Travel**

**Communication**

**Road Assistance**





# 3

**What is the area in which Clubs are able to get more sponsors?**

**Motor Sport**

**Road Safety**

**Mobility Services**



# 4

**What is the least represented age group in the membership of our Clubs?**

**19-30**

**31-50**

**51-60**

**+60**



# 5

**Within the FIA Action for Road Safety/ U.N. Decade of Action framework, which of the 5 pillars is the current leader for the Clubs?**

**Road Safety Management**

**Safer Roads and Mobility**

**Safer Vehicles**

**Safer Road Users**

**Post-Crash Response**



# 6

**Within the FIA Action for Road Safety/ U.N. Decade of Action framework, which of the 5 pillars is the top in the to-do list for the clubs?**

**Road Safety Management**

**Safer Roads and Mobility**

**Safer Vehicles**

**Safer Road Users**

**Post-Crash Response**





# 7

What is the most used way for Clubs to communicate with its members?

**Direct Mailing**

**Email**

**Phone**

**Facebook**



**8**

**What is the average number of Facebook Fans for Clubs from Region 1?**

**20,545**

**15,544**

**10,915**



# 9

What is the most appreciated attribute of the Club as perceived by its members?

**Excellent Service**

**Trustworthy**

**Leader in Road Safety**

**Heritage**



# 10

Road Assistance is one of the most offered services by Clubs. Which of the following services is the leading one?

**On-Site Repair**

**Battery Change**

**Special Emergency  
Number 24/7**

**Vehicle Towing**

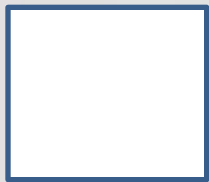




**ANSWERS**

# 1

**What is the characteristic that makes the Clubs look more alike?**



**Region**



**Size**



# 2

Which one is the most widespread service among FIA Clubs?

**Travel**

**Communication**

**Road Assistance**

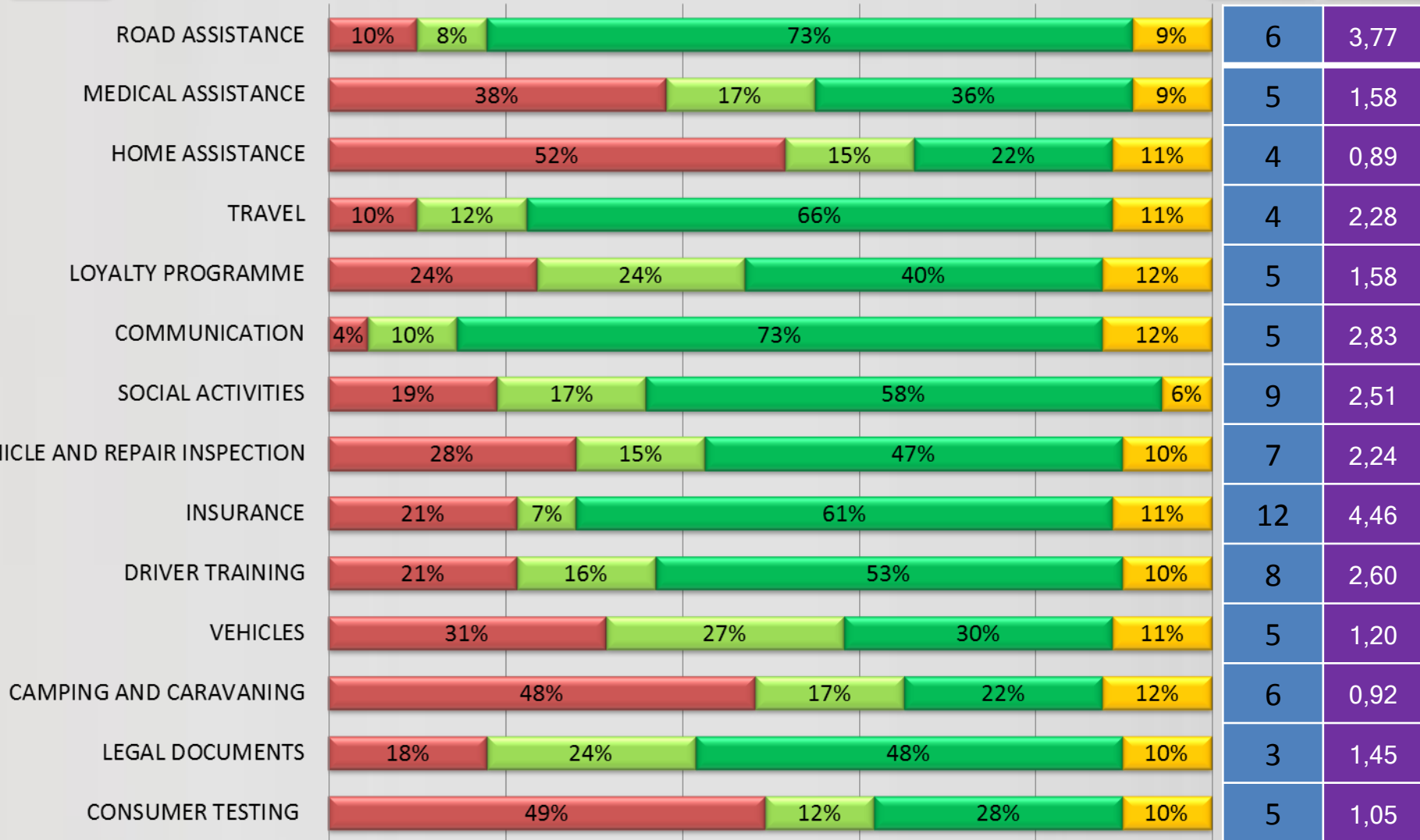


# Summary of services

n=89

Services

Average



■ Don't have   
 ■ Just one   
 ■ More than one   
 ■ Doesn't answer



# 3

**What is the area in which Clubs are able to get more sponsors?**

**Motor Sport**

**Road Safety**

**Mobility Services**



# 12. In which of the following fields of activity does your club have sponsors?

n=89



# 4

What is the least represented age group in the membership of our Clubs?



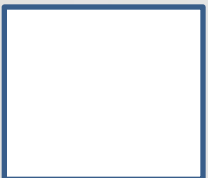
**19-30**



**31-50**



**51-60**

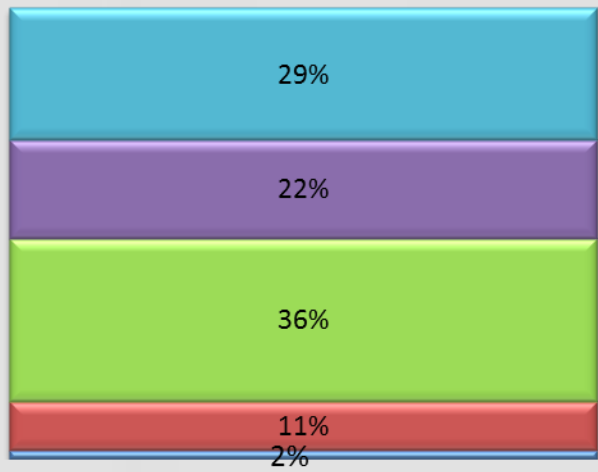


**+60**



6. Please indicate the percentage of members in the following age brackets:

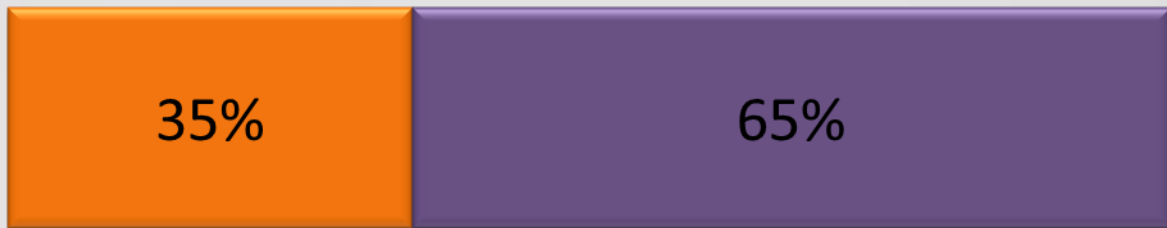
n=85



- more than 60 years
- 51-60 years
- 31-50 years
- 19-30 years
- 0-18 years

7. Please indicate the percentage of members by gender:

n=84



- Female
- Male



# 5

**Within the FIA Action for Road Safety/ U.N. Decade of Action framework, which of the 5 pillars is the current leader for the clubs?**

**Road Safety Management**

**Safer Roads and Mobility**

**Safer Vehicles**

**Safer Road Users**

**Post-Crash Response**



# 6

**Within the FIA Action for Road Safety/ U.N. Decade of Action framework, which of the 5 pillars is the top in the to-do list for the clubs?**

**Road Safety Management**

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**Safer Vehicles**

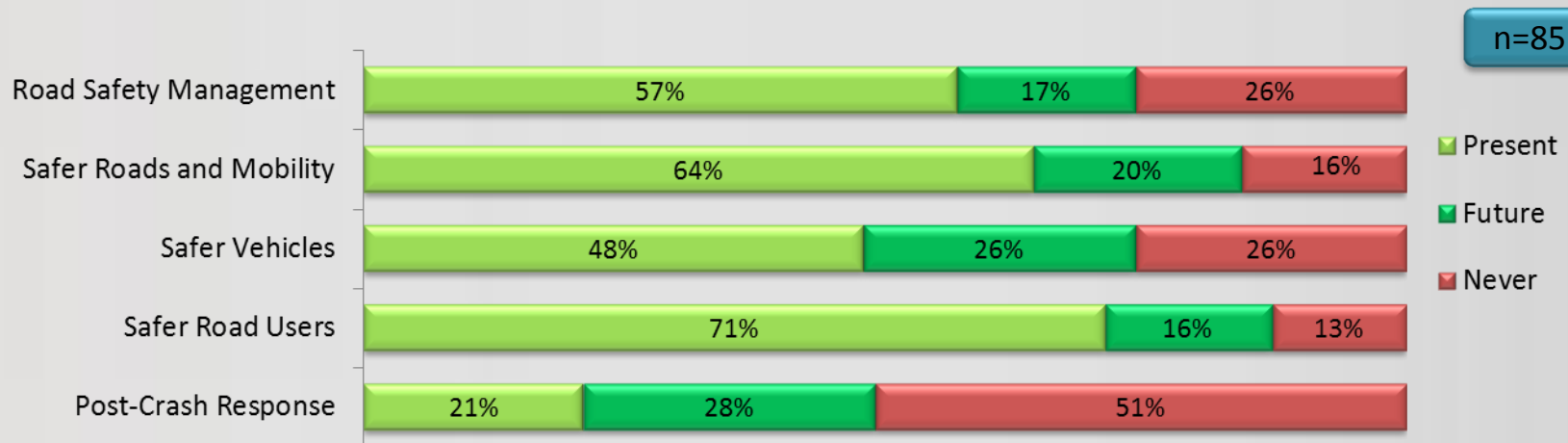
**Safer Road Users**

**Post-Crash Response**



## 5. Within the FIA Action for Road Safety/ U.N. Decade of Action framework, which of the 5 pillars...

*...is your Club/ASN/CAN already engaged in (PRESENT) /...will your Club/ASN/CAN engage in the near future?*



# 7

What is the most used way for Clubs to communicate with its members?

**Direct Mailing**

**Email**

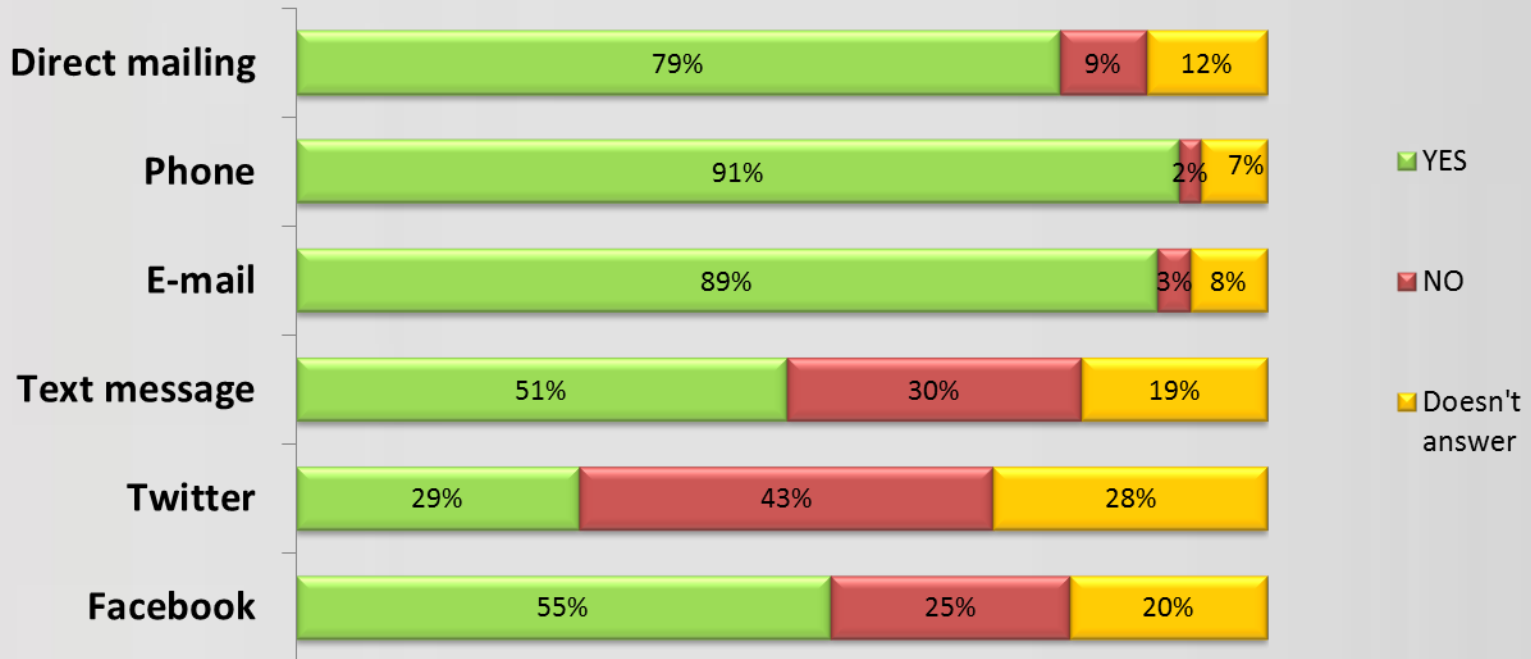
**Phone**

**Facebook**



## 8. How does your Club / ASN / ACN communicate with members?

n=89



# 8

**What is the average number of Facebook Fans for Clubs from Region 1?**

**20,545**

**15,544**

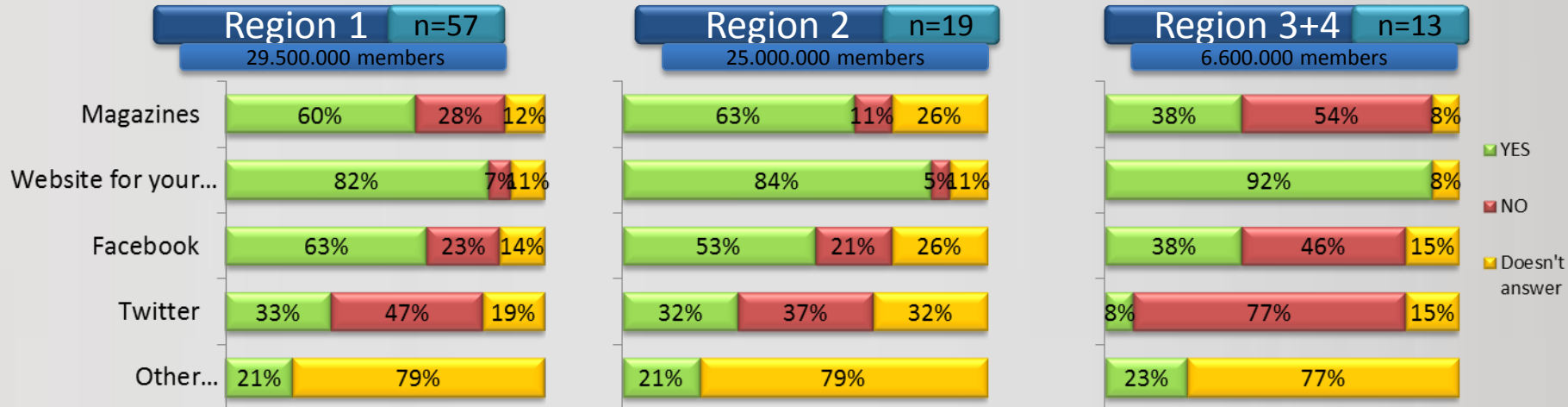
**10,915**





## COMMUNICATION

### 8. Do you provide the following services to your members?



### 9. Concerning your communication services, please provide the following information for all that apply:

Average	Region 1 (n=57)	Region 2 (n=19)	Region 3+4 (n=13)
Number of copies distributed per issue for each magazine	809.153 (N=29)	3.906.348 (N=13)	846.900 (N=5)
Number of issues per year for each magazine	8 (N=27)	6 (N=12)	3 (N=4)
Number of unique visitors per year for your website	21.951.500 (N=28)	2.136.400 (N=7)	997.361 (N=8)
Number of Facebook "Fans"	10.915 (N=25)	4.063 (N=8)	1.869 (N=3)
Number of Twitter "Followers"	1.999 (N=9)	1.713 (N=5)	0 (N=1)

(\*) The figures are not consistent with the question. We suppose there has been confusion with unique visitors and total visits.

# 9

What is the most appreciated attribute of the Club as perceived by its members?

**Excellent Service**

**Trustworthy**

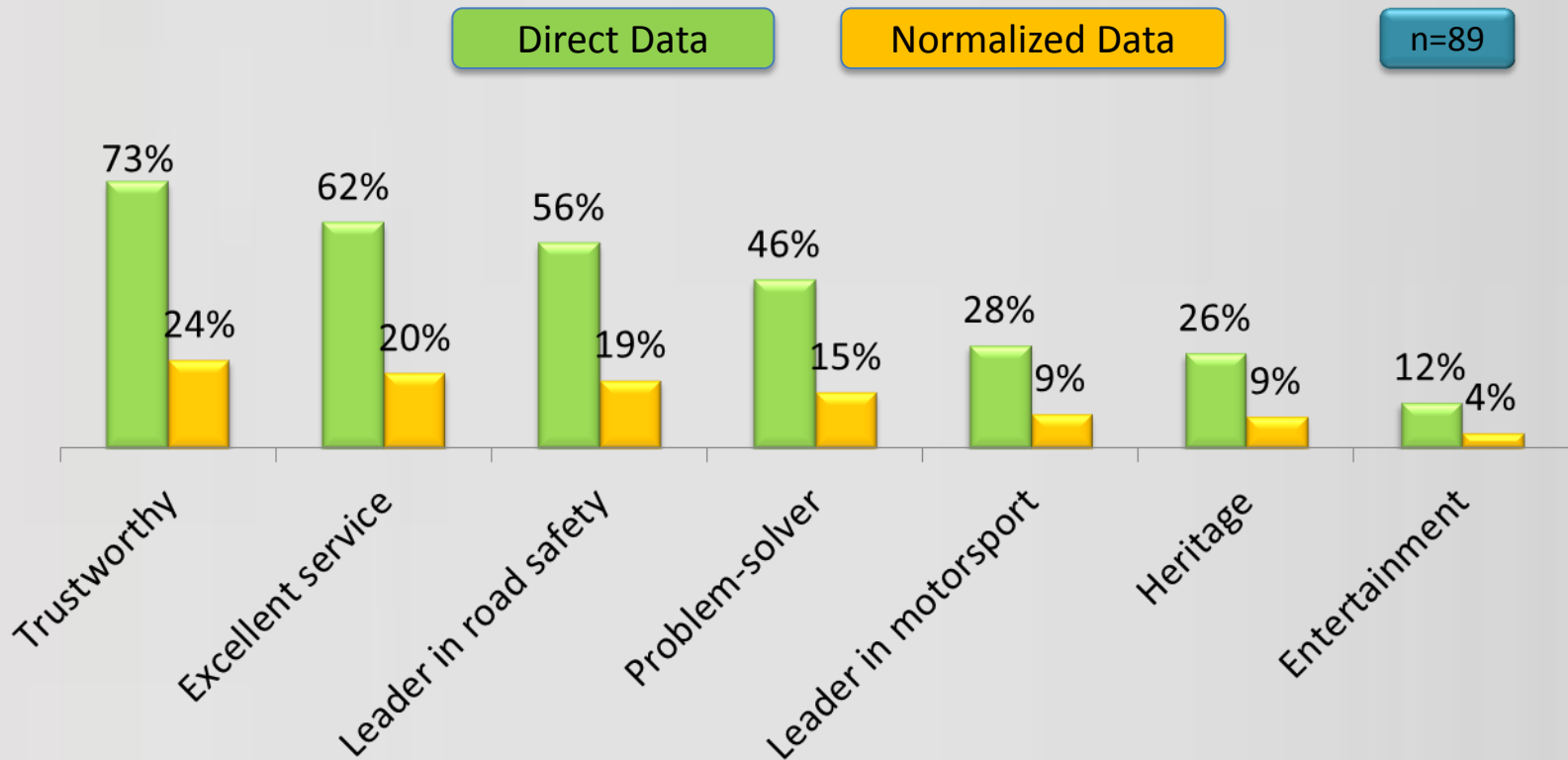
**Leader in Road**

**Safety**

**Heritage**



# 10. In your opinion, what are the three most notable attributes of your Club /ASN / ACN from your member's perspective?



# 10

Road Assistance is one of the most offered services by Clubs. Which of the following services is the leading one?

**On-Site Repair**

**Battery Change**

**Special Emergency  
Number 24/7**

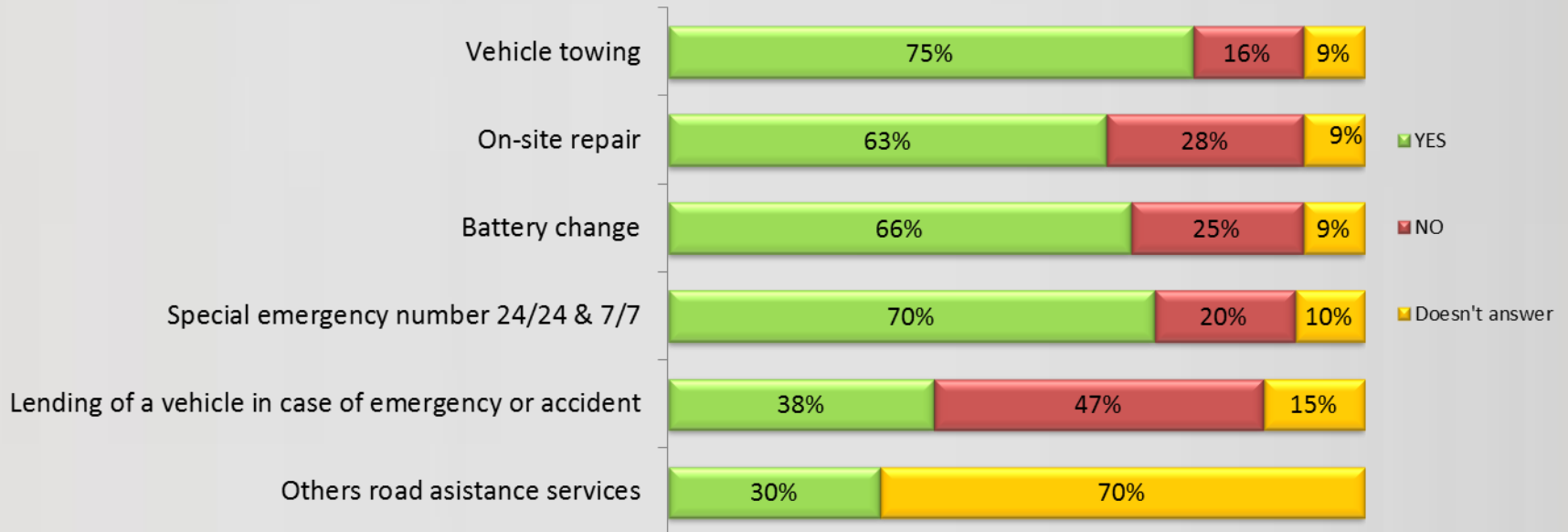
**Vehicle Towing**



# ROAD ASSISTANCE

n=89

## 1. Do you provide the following services to your members?



# CONCLUSIONS

- **Great importance and impact**
- **Clubs are actively working to increase their Road Safety initiatives, contributing to the FIA Action for Road Safety Initiative**
- **Diversifying and offering more value added services to their members**

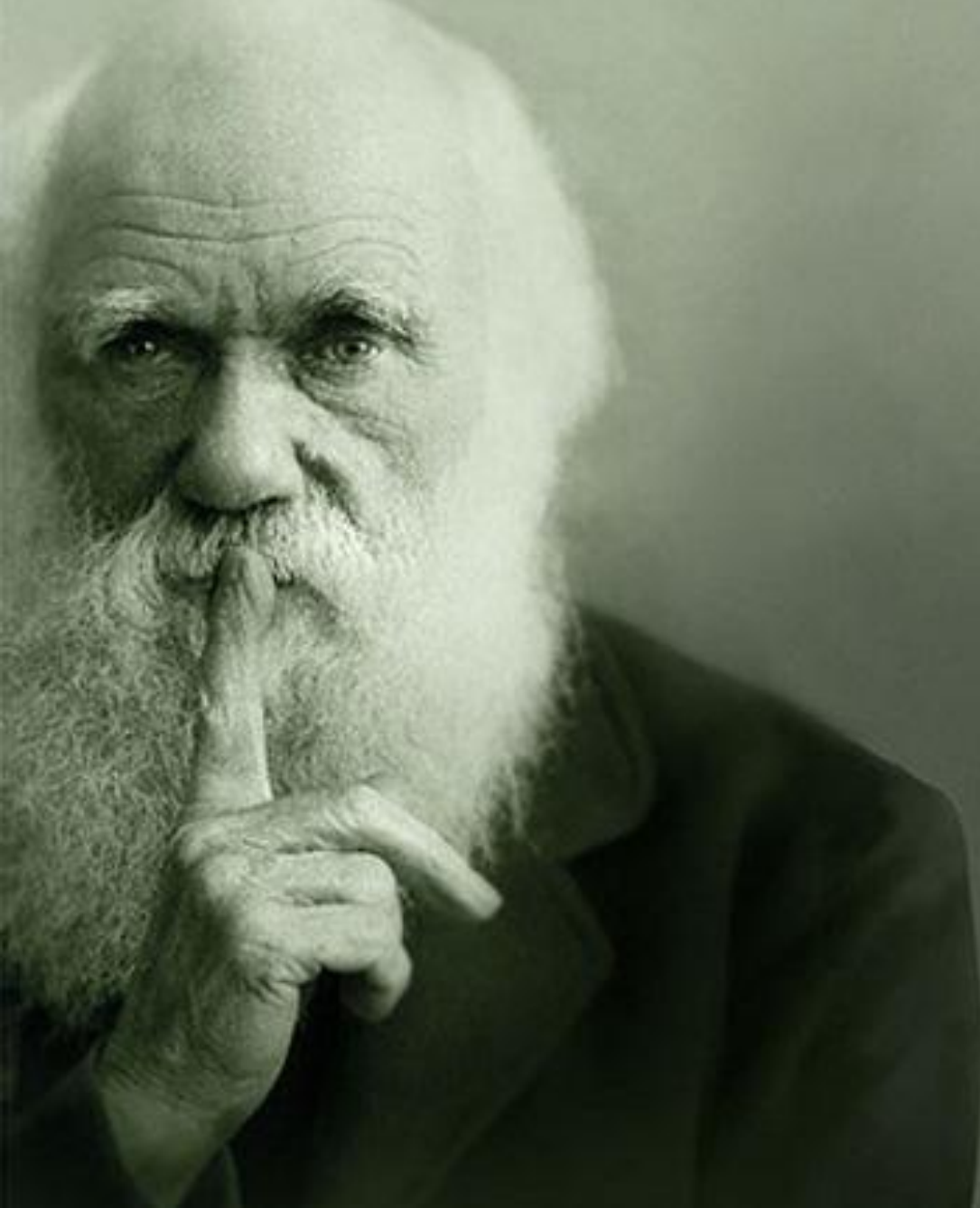




# CONCLUSIONS

- **Increased competition that is challenging some of the traditional services and membership**
- **Need to engage young members that appreciate the value added services provided by the Clubs**
- **Need to increase the use of new ways of communication and digital platforms**





**“It is not the strongest species that survive, nor the most intelligent, but the ones most responsive to change”**

**Charles Darwin**



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