



MEET THE FAMILY

The AAA talks about its activities and meeting the challenges ahead PG 28

SWEDEN'S WILD RIDE

Motormännens Riksförbund raises awareness of wildlife collisions PG 10

HKAA DRIVES GREEN

Ecodriving competition teaches smarter and more efficient motoring PG 15

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AUTO+ NEWS

A HIGHWAY TO SAFETY

Iceland's FÍB celebrates
an accident-free decade
on one of its major roads
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MEET THE FAMILY NEW SECTION

DOWN UNDER'S DRIVING FORCE

A booming economy may have made Australia a desirable place to live but rapid growth is taking its toll on motorists, with costs increasing and infrastructure suffering. However, the AAA, host of this year's FIA Mobility Conference, is pushing for change



LET TALKER
GREG MILLER
REPORTS

In association with the AAA, the Royal Automobile Club of Victoria will host the year's FIA Mobility Conference week in the country's second-largest city, Melbourne (Oct 16-19).

Law September management strategies for Brown's Group continued a survey of more than 20,000 people across 11 countries asking them to choose the country in which they would most like to live. For a whopping 34 per cent the answer was very simple - Australia.

It's not hard to see why they wish to spend their holidays, retire there, grow wealth and a high standard of living fuelled by a strong focus that has seen the country become one of the world's global economic dynamo - regularly posting GDP growth of around 3 per cent. Australia is experiencing huge growth.

But while rapid expansion has made Australia a magnet for money, it has come at a cost. In total, infrastructure in breaking point, and while a high standard of living is enjoyed by many, the cost of those standards has escalated in many ways.

Nowhere is that more evident than in the world of motoring. In late January of this year, Michael Douglas, head of Infrastructure Australia, the statutory arm of the Federal Government, advised that the "country was being hit by a number of issues that are systemic of dealing with roads was "like a broken army".

"Our roads are in shambles, some barely used and others congested," he said. "We simply cannot solve this problem through money for new roads alone."

It's a problem that Australian Automobile Club (AAA), the representative body or right of the country's largest motoring club and the voice of Australian motorists, is all too familiar with.

The AAA is a national advocacy body, having the same rights as consumer on business and member services activities, such as roadside assistance, insurance, motoring advice, travel and repairs," says AAA President Ron Haines. "The core policy agenda of the AAA is to advocate for safe, affordable and sustainable mobility."

As part of his visit, he visited the AAA's headquarters in Dandenong Road campaign.

Welcome to the 6th edition of FIA Auto+ News. In this issue we begin a new series of articles taking an in-depth look at clubs from across the FIA family.

In each issue we'll speak with insiders from mobility and motor sport clubs from around the world to build a thorough picture of each organisation's campaigns, its concerns and its ambitions for the future.

This new series will also examine key areas of FIA activity, focusing on how our departments are enhancing the federation's activities in sport and mobility and improving our relationship with our members clubs globally.

In the first of these new features, we talk to the Australian Automobile Association (AAA) and discover how the umbrella body for the country's motoring clubs is putting road infrastructure at the top of the political agenda, how it is preparing for the future by promoting diversification, and how much the AAA and partner the Royal Automobile Club of Victoria are looking forward to hosting this year's FIA Mobility Conference Week (16 - 19 September in Melbourne).

We hope you enjoy this latest issue and as always we welcome your feedback.

Your AUTO+ team



CONTACTS:
IF YOU HAVE ANY COMMENTS ABOUT THIS NEWSLETTER OR STORIES FOR THE NEXT ISSUE, WE WOULD LOVE TO HEAR FROM YOU. E-MAIL GPELLICCIOLI@FIA.COM



Assessing Serbia's most dangerous road

Auto-Moto Association of Serbia (AMSS) has announced the results of a new report featuring a star rating and risk mapping of one of the most dangerous roads in the country.

In conjunction with the Road Safety Agency of Serbia, AMSS presented the document, which focuses on the IA-2/M-22 road from Belgrade to Cacak (or the Ibarska magistrala road as it is better known), at government buildings on 26 December 2013.

The road was chosen for inspection as a particularly high number of road crashes resulting in serious injuries and fatalities have taken place here. As much as 58 per cent of the road was rated only two stars for vehicle safety of occupants (on a scale from one to five stars), according to iRAP protocol. The safety of vulnerable road users was also rated and found to be poor.

As a result of the risk-mapping protocol, the following sections have been identified as the most dangerous areas:

- Zupanjac-Dudovica
- Ljig-Dici
- Ugrinovci-Bucin grob
- Zarkovo-Kruzni put

The assessment included road inspections carried out using AMSS resources. This included specially equipped inspection vehicles and software systems developed by the AMSS Motor Vehicles Centre. The road was also coded with dedicated recording material to focus on road safety attributes.

The risk-mapping section of the project was carried out by the Road Safety Agency of Serbia.

Other parties involved in the project included the Traffic Police Administration of the Ministry of Interior, the Roads of Serbia (a public enterprise), and last but not least the iRAP

team from the UK. The project led to interesting findings for engineering countermeasures, which if implemented could prevent many casualties and fatal injuries, and see the road being upgraded to having three or more stars.

AMSS Secretary General Aleksandar Nikacevic said at a press conference to announce the report that the club is a leader in the field of improving road safety and the most active in Southeastern Europe, investing its own funds to develop a safe road system. He added that this pilot project will be the basis for undertaking further inspection measures in the future, with the goal of creating a safer road infrastructure in Serbia.

Stojadin Jovanovic, Director of the Road Safety Agency of Serbia, stated that the special road inspection vehicles and technology owned by AMSS and its Motor Vehicles Centre are among the best in the world and should be used more often and more widely for road safety projects in Serbia.

Finally, Aleksandar Antic, Serbian Minister of Transport, thanked AMSS for its work on the project, saying that this is a "donation from AMSS to our country". He said that as road safety is a priority for AMSS, it is also a priority for the Ministry of Transport. The Minister said it is his great pleasure to be able to work with experts dedicated to saving lives on the road.

AMSS say the project is the first stage of a road infrastructure inspection process that should be extended to all roads in Serbia with the support of the Transport Ministry, regardless of the limited funds available for improving road safety.



Mobile traffic app makes driving easier for Belgian motorists

Touring Club Belgium has launched a new smartphone application providing road users with up-to-date traffic information allowing drivers to better plan their journeys and adapt their routes while on the move.

The application is called *Touring Mobilis* and it enables the user to spend less time queuing, reduces fuel usage and as a result causes less pollution. It is quick, efficient and clean, and best of all it is free and accessible to all.

The application allows drivers to:

- Save favourite journeys on their smartphones, with information on live journey times and disruptions
- View images taken by cameras on the motorway in real time
- Receive information on recent accidents directly via GPS
- Consult a detailed map of the journey, with traffic information displayed for the main roads, including queues, incidents, accidents, road-works, journey times and the extra time needed
- Have an overview of all journey times, for travel between cities and main intersections
- Consult a queue barometer, featuring the number of kilometres of queues, accidents, incidents, and road-works
- Report incidents and traffic jams personally to the Mobilis centre, which following validation, will communicate the information to other drivers
- Touring Club Belgium members can contact the club's emergency helpline via the application in the event of a breakdown. With one click, the driver who has broken down is automatically put in contact via telephone with an operator within 30 seconds, and the location of the vehicle is immediately communicated. The rescue services can therefore act more quickly with the help of more accurate information and exact coordinates

The application is part of Touring Club Belgium's long-term mobility vision, which is to provide significant and effective mobility offerings to the public.

It has been welcomed as a useful tool for receiving and transmitting traffic information, and can be adapted before or during any journey. This allows users to avoid traffic jams or road accidents.

Download the app for free at the following address:
 iTunes FR: itunes.apple.com/be/app/touring-mobilis-free/id647810329?l=fr&mt=8
 Android FR: play.google.com/store/apps/details?id=be.bemobile.touringmobilis&hl=fr



The cutting edge traffic app (pictured above) allows drivers to better plan their journeys via real time updates.



The app is available to download on iTunes and Android.



New Zealand Automobile Association

KiwiRAP wins global award for road safety

KiwiRAP, the New Zealand Road Assessment Programme, has won the 2013 Global Road Achievement award for safety.

The International Road Federation awards were presented in Saudi Arabia late last year, recognising nine outstanding projects from around the world.

NZAA Motoring Affairs General Manager Mike Noon said: "KiwiRAP is setting the standard globally for road assessment programmes. A huge number of crashes have been prevented and lives saved because of this work.

"The Decade of Action for Road Safety is about taking bold steps to reduce harm on our roads and KiwiRAP is delivering that," he added.

The latest KiwiRAP report showed that there had been a 15 per cent reduction in fatal and serious crashes overall on New Zealand's highways over a five year period.

However, the routes that had been identified as highest-risk in the first KiwiRAP risk maps of 2008 have experienced a 30 per cent reduction in crashes. The NZ Transport Agency and Police have used KiwiRAP to target high-risk routes.



Colin Brodie (left) from the NZ Transport Agency and iRAP Chief Executive Rob McInerney (right), on behalf of the NZAA, accepted the award that recognised the work being done by the KiwiRAP partners.

Royal Automobile Club UK



Royal Automobile Club Motoring Committee Chairman Ben Cussons (left), presents the Simms Medal to Lord Drayson.

RAC honours home-grown talent

At the end of 2013, the Royal Automobile Club presented two of its most prestigious awards — the Dewar Trophy and the Simms Medal — at a ceremonial lunch at the Club's Pall Mall clubhouse in London.

The Dewar Trophy, originally presented to the Royal Automobile Club by Sir Thomas Dewar in 1904, is awarded in recognition of outstanding British technical achievement in the automotive industry. The 2013 award was presented to McLaren Automotive for its work on the conceptualisation, development and commercialisation of its McLaren P1 supercar. This prestigious accolade was presented to Dan Parry-Williams of McLaren Automotive, along with members of his project team, during a ceremonial lunch at the clubhouse.

The Simms Medal, named after the Royal Automobile Club's founder Frederick Simms, recognises a genuine contribution to motoring innovation by individuals or small companies that also exemplifies a spirit of adventure. The 2013 award went to Lord Drayson for his visionary work in conceiving and creating the Drayson B12/69 EV car and his determination in setting four Electric World Land Speed Records for sub-999kg vehicles. Lord Drayson, the CEO and Team Principal of Drayson Racing Technologies, along with members of his engineering team, received the Simms Medal from Ben Cussons, Chairman of the Royal Automobile Club's Motoring Committee.



Canadian Automobile Association

Seniors stay safe with new CAA dedicated website

The Canadian Automobile Association (CAA) is launching an interactive multimedia online resource designed to help seniors and their loved ones stay safe behind the wheel and, if needed, take steps towards modifying their driving habits.

"The topic of adjusting driving habits for a senior driver tends to be hidden or ignored among families," says Jeff Walker, Vice President of public affairs for the CAA. "The CAA wants to help foster healthy conversations about being a safe senior driver, with our interactive and engaging online portal."

Visitors to the site can use online assessment tools to pinpoint areas of improvement, or explore one of the many interactive infographics designed to show drivers common physical changes that may affect driving. The CAA also created a short video series outlining some of the best tips and reminders for maintaining driving skills. The series includes advice on managing challenging conditions, such as driving at night and merging, and a pre-journey check-list to help prepare seniors and their car for a drive.

"Having a conversation with your loved one about modifying driving habits is never an easy one," says Walker. "The CAA worked with health professionals to put together a video discussing seniors' driving among families to help guide seniors and their loved ones through this process."

Paired with the video, the CAA created an online and printable conversation guide that provides concrete advice for families to talk about driving and aging with a loved one.

Combined with the online tools, videos and interactive nature of the online portal, families can work together to make a seemingly difficult transition easier and more pleasant.

The site is set to launch in February. Visit CAA.ca for more details.



SAVE THE DATE! COMING SOON...

12 - 15 May
Luxembourg
FIA REGION I SPRING MEETINGS

5 - 9 May
Barcelona
FIA UNIVERSITY - 3RD EMERGING LEADERS PROGRAM (ELP)

24 - 26 June
Munich
FIA SPORT CONFERENCE WEEK

16 - 19 September
Melbourne
FIA MOBILITY CONFERENCE WEEK

PUBLICATIONS
fia.com/multimedia/publications

NEWS
fia.com

facebook.com/fia

twitter.com/fia

VIDEOS
fia.com/multimedia/video-gallery

Touring and Automobile Club of the Islamic Republic of Iran

TACI presents new winter assistance programme

The TACI has launched a new scheme to provide assistance to Iran's motorists during the winter months. In co-operation with the country's traffic police, road transport organisations, and relief and rescue bodies, as well as the Saipa Automobile Manufacturing Group, the scheme will see 26,000 fixed and mobile teams take to 110 of Iran's snowiest roads and mountain passes. The new scheme will also see the traffic police's 30 helicopters support rescue and assistance efforts.

As an FIA member, the Iranian Club is working to support the aims of the FIA's Action for Road Safety initiative and hopes that the introduction of its new winter service will go a long way towards reducing accidents on Iranian roads.

Dr Safikhani, the President of TACI, commended the efforts of the various parties involved in the scheme and underlined the fact that one of the main goals of the club is to provide outreach rescue services to both Iranians and foreign tourists.

"TACI's roadside assistance programme's slogan is *The public and the Traffic Police working together for road safety* and we are delighted to have 600 mobile rescue teams, 550 light rescue vehicles, 50 semi-heavy and super heavy rescue vehicles, 920 rescuers across 31 provinces and 110 roads and mountain passes being catered for as part of the winter roadside assistance scheme."

For complete information on the rescue services nationwide as well as comprehensive tourism information on Iran see: <http://en.tac.org.ir/en-us/home.aspx>



Members of the roadside assistance fleet.



Motormännens Riksförbund

Forenede Danske Motorejere

Félag íslenskra Bifreidaeigenda



Accidents caused by loose moose are on the rise.

A good road etiquette guide from Denmark

As traffic gets worse, good road manners becomes ever more important. With the goal of improving understanding between all road users, Danish magazine *Motor* invited car owners to share their experiences with cyclists, truck drivers, bus drivers, camper van drivers and pedestrians.

While Danish drivers tend to have great confidence in their driving skills, every day they are involved in accidents with cyclists, buses or even sometimes farm animals. Often this can lead to arguments about who is to blame.

In an effort to prevent these types of situations occurring, *Motor*, the magazine for members of the Forenede Danske Motorejere (FDM), has published a series of articles under the heading 'Them and Us'.

Discussions over traffic often end up debating rights and regulations, but understanding the motivation of other road users is a key to resolving problematic situations.

"*Motor* interviewed cyclists, ambulance and bus drivers, farmers and truck drivers to learn how they experienced traffic and how they believed that road culture could improve," said editor-in-chief Bo Christian Koch.

Participants came to a consensus on several matters, including the fact that most car owners also ride bicycles from time to time, or have loved ones who do. Therefore, they are aware of the situations that can occur on the road.

"By reminding them of that I think tempers behind the steering wheel could be cooled a little," added Mr Koch. "With a little understanding, 'them and us' can hopefully become 'we and them'. After all we all have to share the same roads," he said.



ADVICE FROM ROAD USERS

From the cyclist:

Show clearly what you intend to do, keep your distance and when you are driving, focus on the road instead of concentrating on other things.

From the truck driver:

If you can't see my mirrors, I can't see you at all.

From the bus driver:

Please make room so I have a chance to enter traffic after having picked up passengers.

From the veterinarian:

If one deer crosses the road another one will very often follow.

From the biker:

Adjust your mirrors and use them – and remember that we are far faster than you are.

A wild ride on Swedish roads

Collisions involving wildlife are increasing in Sweden, with 44,000 accidents reported in 2012 and 47,000 in 2013. In fact, two-thirds of each police report for accidents in the country make reference to collisions involving a wild animal. These accidents cost Swedish society an estimated of SEK340,000 annually.

To tackle this problem the Swedish Automobile Association (Motormännens Riksförbund) recently put a two-step campaign into practice. The initiative began with targeting road users via the media in order to make the public aware of the dangers of collisions and to educate road users about simple steps they can take to minimise accidents.

The second approach was to reach out to the local authorities and politicians and to make them aware of the proliferation of wildlife in the most accident-prone areas and to urge them to make this issue a top priority.

The Swedish Automobile Association reports that the typology of wild animal collisions varies greatly throughout the country. In southern areas a sharp increase in the wild boar population has resulted in rapidly increasing numbers of accidents with serious consequences given the large size of the animals. Moose, for example, represent a serious problem: nine out of 10 people killed as a result of a wildlife accident in Sweden do so after a collision with a moose.



The 2+2 highway located between Keflavik and Reykjavik where a clean safety record has helped lower national road fatalities by 50 per cent.

Iceland celebrates a decade of safety on nation's first highway

This May, Iceland will celebrate a decade without fatal accidents on the '2+2 road' that runs between Keflavik and Reykjavik. Previously, the road saw several deaths annually, and in November 2000 after three people lost their lives in the same accident, the community of Keflavik decided to take action.

A pressure group was formed in January 2001 and its first meeting attracted an audience of 1,000 people including ministers and congressmen. Steinthor Jonsson, President of the Icelandic Automobile Club, was asked to lead this group with the goal of making the road safe.

"This project is, in my mind, more than a miracle," said one doctor who had witnessed fatalities on the road over many

years. The initiative lowered fatal accidents in Iceland by 20 per cent and today fatal accidents are down 50 per cent compared to 10 years ago as a result of the new road safety measures.

"This goal opened our eyes to see what we could really do and that Vision Zero is not only a slogan, it is a reality if you put your mind and effort in to it," President Jonsson said. "We want Iceland to be free of fatal road accidents before 2015. With hard work, great effort and good luck it could happen. I really hope it will."



Touring Club Suisse

New laws lead to Swiss drivers seeing the light

New legislation came into force on 1 January 2014 in Switzerland whereby drivers will now have to switch on their headlights while driving during the day. Drivers who forget to switch on their headlights will be liable for a 40-franc fine.

The Touring Club Suisse (TCS) has launched an awareness campaign in association with the Automobile Club de Suisse (ACS) and the Association Suisse des Transports Routiers (ASTAG), to prevent absent-minded drivers from forgetting to turn on their headlights. The campaign is part of the Via sicura programme and features leaflets and stickers drivers can add to their dashboards and rear windows with the slogan "Switch on your headlights".

Roughly 1.5 million flyers have been distributed so far largely through 23 BP service stations. Posters will be displayed in large car parks and motorway rest areas. So, Swiss drivers, remember to switch on your dipped-beam headlights or to have some LED daytime running lights fitted!



From 1 January drivers are obliged to switch on their headlights in Switzerland.

Bosnia and Herzegovina Automobile Club



(From left to right) BIHAMK President Rasim Kadic, BIHAMK's long-term member Admir Bahtanovic, ÖAMTC President Werner Kraus.

ÖAMTC donates child seats to BIHAMK

A special ceremony took place late last year in Sarajevo, Bosnia, to mark the handover of 282 child seats from the ÖAMTC to BIHAMK.

ÖAMTC President Werner Kraus presented a car baby seat to BIHAMK long term member Admir Bahtanovic, which marked the start of the Bosnian club's campaign to distribute the donated child restraints to members with small children.

Present at the ceremony were HE Mr Martin Pammer, Ambassador of Austria to Bosnia and Herzegovina and high-level state officials.

BIHAMK President Rasim Kadic presented eight new patrol vehicles and the first compressed natural gas-powered eco-tow truck in the country, all equipped according to the strictest European standards. Two of the patrol vehicles were donated by ÖAMTC as a part of a joint project by FIA Region I Clubs to donate a patrol car, and the acquiring of the tow truck was carried out within the framework of the Environmental Protection Fund of the Federation of Bosnia and Herzegovina.

The truck will allow BIHAMK to reduce its CO2 emissions. The country has had problems with smog throughout the winter months, causing motorists many difficulties.

The unique event celebrated the strong relationship and knowledge-sharing that exists between BIHAMK and the ÖAMTC, which are sister clubs in FIA Region I.



Jamaica Automobile Association

Drivers get in gear for Jamaica's safer driving campaign

The Jamaica Automobile Association (JAA) made a final push in its efforts to raise awareness around road safety in 2013 with the launch of its 'Safe Driving Saves Lives' campaign during the Rally Jamaica 2013 staged in December.

The initiative was launched in conjunction with the Jamaica Millennium Motoring Club (JMMC) and with the support of a number of drivers and officials taking part in Rally Jamaica. The rally is the second longest running international rally in the Caribbean and one of the region's biggest annual motorsport events.

"Speeding remains one of the leading causes of fatal road crashes on the country's road ways, and we believe that increased awareness and advocacy can lead to significant reductions," said Duane Ellis, General Manager of the JAA.

The 'Safe Driving Saves Lives' campaign is guided by the FIA's 10 Golden Rules for Safer Motoring.

"We believe that the 10 core principles, which make up the golden rules, covers the diverse road safety concerns that our drivers in Jamaica, and other road users, need to appreciate in order to be safe," Ellis added.

The launch, which took place during the rally's ceremonial start in New Kingston, Jamaica on 29 November, allowed drivers to show their support for the campaign, through a series of photo opportunities.

"Drivers and officials participating in the rally stages were able to demonstrate their support by wearing caps with the campaign message and placing decals on their motor vehicles, during the Rally stages," said Ellis.

Errol Anderson, Vice Chairman of the JMMC, added that it was important for people to receive reminders and messages about road safety.

"There are inherent dangers if certain safety considerations are not met and persons are not actively thinking about the precautions they need to take while driving," he said. The 2012 rally winner, Michael Fennell Jr, who has endorsed the campaign, said that road safety is paramount "whether persons are going to work or school".



Chris McFarlane (left) and Wayne Piper, participants in Rally Jamaica 2013, show their support for the JAA 'Safe Driving Saves Lives' campaign and the FIA Golden Rules for Safer Motoring, during the ceremonial opening of Rally Jamaica on last December.

Real Automovil Club de Espana

YOU'LL NEVER BE ALONE

At RACE, it doesn't matter whether you're at the door of your home or hundreds of kilometres away, whether you're travelling alone or in company, whether you're driving or not, we will always come to help you and your family.

Being a member of the RACE means not worrying about anything; because you will be part of a Club that offers all these services to solve any unforeseen situation and make your travels more comfortable.

FOR YOU

At RACE, we care about you and your family. Therefore, we offer you these services with extensive coverage:

- Unlimited roadside assistance
- Personal assistance abroad
- In situ repair
- Licence protection
- Notice and management of fines
- Concierge service

FOR YOUR CAR

100 years' experience and the use of the most advanced technology enable us to offer the most widely demanded services:

- Replacement car
- Mechanical guarantee
- Tyre guarantee

FOR YOUR TRAVELS

Even if you are not driving, the RACE will accompany you whenever you travel:

- Access to VIP lounges
- Search and shipment of lost or stolen luggage
- Worldwide interpreter service
- Exclusive applications with geolocation
- Cancellation of cards
- Exclusive discounts at service stations and the Jarama Racetrack

RACE launches 'Unlimited' service

Analysis of new social trends and consumer needs has seen RACE expand its motoring services to now include travel and lifestyle products. Changing and evolving consumer behaviour and patterns along with increased need for travel products were areas that RACE wanted to address.

After studying consumer behaviour, needs and aspirations for a year, RACE developed a series of new services targeting thousands of consumers and hundreds of partners.

The club's new slogan for these services is: 'Nunca estarás solo'.

In a nod to its roadside assistance services, for which the club is probably best known, RACE used its old logo as the visual identity for its new services.

The new offerings cover four areas:

- For you – a worldwide roadside and personal assistance programme
- For your car – a full warranty package for tyres and a replacement car if necessary

- For your travels – free access to VIP lounges at Spanish airports and search and shipping of any lost or stolen luggage
- Your Club – discounts on fuel, exclusive benefits, discounts at the Jarama circuit etc

In addition, RACE also provides mobile phone applications that allow geo-positioning in the case of a breakdown and provide the location of the nearest and cheapest fuel station. The apps also give discounts to club members and provide route-planning tools, as well as traffic and radar information.

More information on these services can be obtained from Carmen Moncada Carmen_moncada@race.es or Majid Kamel majid_kamel@race.es and also at www.race.es



Hong Kong Automobile Association

Hong Kong's drivers go green

In December the Hong Kong Automobile Association (HKAA) organised an Ecodrive Safety Competition as a means for Hong Kong's motorists to learn good driving behaviour and the consequences of their fuel use.

The competition was the first of its kind in the club's 96-year history and encouraged safe and fuel-efficient driving practices among general and commercial motorists.

The competition entailed a road trip and attracted a wide range of participants and 150 cars, ranging from enthusiastic amateurs to classic car fans and major car distributors. The six-hour event was carried out on public roads as well as in restricted areas of the Hong Kong countryside and participating vehicles were judged on their fuel consumption.

"The driver is the most important factor for a green and safe driving environment," said Lawrance Yu, President of HKAA. "A committed motorist drives efficiently, reducing emissions and contributing to better road safety. This type of driver is invaluable to society and this competition proves that the use of cars and environmental pursuits can go hand-in-hand."

The competition was jointly organised with a local tourist attraction and a major fuel supplier in Hong Kong.

HKAA is pleased with the results and another Ecodrive Safety Competition will take place in November 2014.



A Hong Kong driver taking part in the Ecodrive Safety competition organised by the HKAA.

Koninklijke Nederlandse Toeristenbond



ANWB there for members in an emergency

Members of the Royal Dutch Touring Club ANWB can now rely on their own club for a personal emergency service.

The ANWB Alarm Service enables them to call for emergency assistance at the push of a single button – not for their cars, but for themselves. The new service puts them in touch with someone from the ANWB Emergency Centre directly. Based on user-fed data, staff at the centre know exactly who needs to be called and what medicines the caller uses. Furthermore, the GPS coordinates sent with the call allow them to identify the caller's location immediately. Appropriate assistance is arranged straightaway – be it a relative, a neighbour or an ambulance. The Personal Emergency Service can be used on the user's own smartphone as an app or on a special mobile phone with an integrated emergency button. ANWB's Emergency Centre is available around the clock, seven days a week.

The Alarm Service can be used in the Netherlands and in other European countries that are serviced by the ARC network.

In a pilot project, the club is asking 1,000 members to test the system over the next six months and share their experiences. The results will be used to optimise the service. More information can be found on anwb.nl/alarmservice or obtained from Suzy Bosland, Communications Executive at ANWB, at sbosland@anwb.nl.



THE CAR, THE STAR!



Mr Robert Panhard, ACF President, on a Panhard 12 litre 8.

ACF wins Auto+ photo contest

Following the last AUTO+ we asked you to send us pictures of the cars you drive every day and to explain what they mean to you. ACF's President Robert Panhard gives an update on his love for the Panhard 12 litre 8.

Auto+: When did your passion for cars begin?
Robert Panhard: When I was born, it's genetic. My great-grandfather was the first car manufacturer in the world.
Auto+: What's the car you are pictured with?
RP: It's a Panhard 12 litre 8
Auto+: Why did you choose this particular model?
RP: It was a car with the biggest engine of its time: 12,850 cm3 with 4 cylinders. It was the last racing car manufactured by Panhard before the sudden death of René Panhard in July 1908, my great-grandfather.
Auto+: What do you like about the car, what are its best features?
RP: It is a car with a bigger engine than the Bugatti Royale (12 800 cm3) that was manufactured 20 years after. At a speed of 155 km/h with a chain traction, it competed for the Grand Prix de l'Automobile Club de France in Dieppe in June 1908. The braking system is made with a brake in the drive shaft which is activated with footbrakes, together with a brake on the wheels activated by leverage.
Auto+: What have been your most memorable experiences with this car?
RP: In 1908, the two Panhard 12 litre 8 cars that were manufactured competed in the Grand Prix de Dieppe. In June 2006, the commemoration of the first ACF motor-racing Grand Prix took place in la Sarthe. As I was in my Panhard in the starting line, I discovered that an Englishman had the same car (remember that only two such cars were manufactured!). Ninety-eight years after the Grand Prix de Dieppe, it was fantastic to see the two sister cars together again.

Touring y Automovil Club Paraguayo

Paraguay unites for road safety

The TACPy launched its Race for Road Safety campaign in 2013 to unite motorsport enthusiasts, organisations, media and sponsors to achieve two main goals: to improve road safety for children and young people and to promote responsible driving among motorsports fans.

To highlight the campaign's message, during the period of the national rally championship, the TACPy staff provided road safety information to schools and universities featuring the FIA Action for Road Safety's 10 FIA Golden Rules for Safer Motoring. Young school children were encouraged to follow the example of rally drivers, who are road safety ambassadors.

TACPy has carried out other activities in 2013 to publicise this road safety message including the launch of a project to encourage young people to be responsible when driving. This initiative centred around training activities provided by the Chamber of Automotive and Machine Distributors and the Junior Chamber of Asuncion and 387 students from several schools Asuncion learned about responsible and safe driving techniques.



Minister of Sport Victor Manuel Pecci, showing his support for the campaign launched by the Touring & Automovil Club Paraguayo.

Sveriges Motorcyklisters Club



Ian Burrell of the UK Ambulance Motorcycle Club.

Motorcycle safety gets royal seal of approval

UK paramedic and Secretary General of the UK Ambulance Motorcycle Club Ian Burrell has been honoured for his services to motorcycle safety. Burrell, the founder of the CRASH card helmet safety program was made a Member of The British Empire (MBE) by Her Majesty Queen Elizabeth.

The CRASH card program places a card inside a rider's helmet to identify the unconscious rider in the event of (in Burrell's own words) "an unscheduled dismount". The program was followed in the US with Rider Alert, Sweden with its 'Medical Card', and is also present in Northern Ireland, Portugal, Romania and Finland.

The worldwide helmet safety programme is now nearing its one millionth card produced. The programme has assisted in the treatment of riders at the scene of accidents by identifying them, their contact details and any medical history they may have.

General Secretary of the Swedish Motorcycle Club and board member of the worldwide Federation of International Motorcyclists (FIM), Jesper Christensen said: "We are very proud of Ian's achievement. As an additional present to Ian, the FIM will start to offer CRASH/Rider Alert cards to its global network of 108 motorcycle federations in 2014. Like in 2012-2013, all SMC-members will get Medical Cards in March. We believe that this is a good way to improve safety for motorcyclists in Sweden and the rest of the world."



Australian Automobile Association

Best Car awards focus on improving auto standards

The Australian Automobile Association (AAA) recently announced the winners of 2013 Australia's Best Car awards. Commenting on the prizes, AAA President Ross Herron said: "This is the core business of the motoring clubs – helping members with car buying decisions while advocating for safer and more affordable transport."

The Australia Best Car Programme 2013 featured innovations to make sure manufacturers continued to improve standards and to ensure club members receive the best information on vehicles. The programme examined the 'drive away' prices in the affordability assessment, the popularity of the new 4x4 dual cab utilities category and applied more stringent criteria, requiring winning vehicles not to be less than five-star ANCAP safety rated.

For the first time in the programmes' 13-year history one award was withheld, as no winners could be found in the people mover category.

"It's unfortunate that not one vehicle in that class met the expectation of an Australia's Best Car," Herron said.

For more info www.australiasbestcars.com.au



The 14 winning vehicles of Australia's Best Cars 2013.



The FFSA French Teams with the representatives of the federation and Nicolas Deschaux ©JF Galeron

Fédération Française du Sport Automobile

Chamonix training for young drivers

A group of 13 young drivers, all members of either the FFSA Circuit, Kart or Rally teams, travelled to Chamonix for a week of physical training from 4-11 January 2014.

It was a not-to-be-missed rendezvous for the young French drivers who kicked off the sporting season with their respective captains (Jean Alesi, Yvan Muller and Sébastien Loeb) and some tough training before what promises to be a very hectic season.

The federation is determined to continue to improve this training course and its follow-up every year. It is a concept being watched closely by other countries, some of which are already taking part in the course by enrolling their drivers for

training at the Auto Sport Academy. The federal training centre at Le Mans has become a motor sport benchmark in France.

“The FFSA French teams are one of the pillars of the federal path of excellence created by the federation to guarantee that the most promising drivers are well looked after and also to ensure the professional future of young French coming men at the very highest level,” said Nicolas Deschaux who was present with the members of the three federal teams.



Automobile Club d'Italia

ACI in Lecce for “Kart in Piazza”

The final stage of the 2013 tour of Kart in Piazza (karting in city squares) took place in the Italian city of Lecce last December.

The event was organised by the Automobile Club d'Italia (ACI), ACI Sport, the FIA, the Automobile Club di Lecce and local authorities under the patronage of the Italian National Olympic Committee.

The project was designed to highlight the FIA's Action for Road Safety campaign and 1,000 children and their families took part. Under the supervision of adult trainers, the junior motorists drove electric karts on tracks featuring road signs and intersections.

The initiative's goal was to raise awareness among young people about the importance of following the rules of the road and encouraging responsible mobility through sporting values.

FIA President Jean Todt and ACI President Angelo Sticchi Damiani attended the event along with two-wheel driver Alessandro Nocco, who took second place at the European Championship SuperStock 600, and well-known four-wheel driver Dindo Capello three-time winner of the 24heures of Le Mans.



Over 1,000 children and families took part to the 'Kart in Piazza' event. Photo: Marco Verri

Confederation of Australian Motor Sport

CAMS prepares for 'Evening of Honour' in February

The Confederation of Australian Motor Sport (CAMS) will celebrate the events held over the past year to celebrate its 60th anniversary at a special 'Evening of Honour' on 15 February 2014. The event will also look back at the achievements of the 2013 CAMS National Championship winners.

With Australian motor sport legend Allan Moffat and former V8 Supercar driver Cameron McConville in attendance, the event will acknowledge those who have made a significant contribution both past and present, and those who represent the highest standards and values in motor sport.

The evening celebration will be preceded by the CAMS' General Assembly, which will be held at the Melbourne Convention and Exhibition Centre. The event will bring together affiliated clubs from across Australia to discuss a range of topics including safety, membership growth, social media trends, insurance offerings, and the training of officials and drivers.

It will be a great opportunity to meet fellow club officials, share ideas and keep up to speed with the latest developments in Australian motor sport.



(Left to right) Chris Atkinson, Paul Weel, Larry Perkins, Steve Chopping, Craig Lowndes, Bob Piper, David Vaughan.

Motor Sports Association UK



MSA UK launches pioneering coaching structure

The Motor Sports Association (UK) has pioneered a new fully-accredited coaching structure for motor sport, which took a major step forwards in December when 10 individuals were qualified as Level 2 motor sport coaches.

The award is part of a revolutionary new coaching infrastructure that has been developed by the MSA in association with accredited qualifications body 1st4Sport and is in line with the UK Coaching Certificate framework. To put this new framework in place, the MSA has been working closely with Professor Dave Collins, former Performance Director of UK Athletics.

"There are a number of reasons why we are introducing this coaching framework," explained Ben Taylor, MSA

Director of Development and Communications. "Firstly, it will raise standards across the board and provide a level of consistency that ensures a good experience for everyone at whatever level. Secondly, it's about introducing an understanding of the role of coaching within our sport that will have a significant impact on our ability to create future champions. Thirdly, as the governing body of UK motor sport, the MSA has a duty of care to ensure that those responsible for coaching others are properly trained, assessed and accredited."



Automobile Club of Uruguay

ACU hosts its Motorsport Week

The Automobile Club of Uruguay, working with other motor sport clubs in the region, hosted its second 'Motorsport Week' from 11 to 15 December at the Rural del Prado exhibition space.

The event attracted over 10,000 visitors to the various attractions on show.

The exhibition included automotive displays, interactive elements and information stands.

The pavilion stand at the event was dedicated to road safety with interactive activities for adults and children who were invited to practice the FIA's 10 Golden Rules for Safer Motoring.

Among other stands at the show was the Automobile Museum, as well as an area devoted to motorcycling which was attended by participants of the Dakar Argentina.

Different activities for motor sport fans and family members were organised throughout the week. These included motorcycle stunts, motorcycle racing, meetings with drivers and motor sport figures, as well as a parade of classic and historic Argentine cars.

The 2014 edition promises to build on this success and further develop links with the brands which have supported the initiative to date.



Uruguay's 'Motorsport Week' included an exhibit of classic Argentine cars.





FIA Foundation

FIA Foundation appoints new Director General

The FIA Foundation has appointed Saul Billingsley as its new Director General. Chosen by the Foundation's Board of Trustees following a four-month international executive search, Billingsley will be tasked with advancing the charity's portfolio of road safety, environmental and motor sport safety projects, advocacy and research.

The appointment is the latest step in a long career within the FIA family for Billingsley. In the mid-1990's he was a member of the RAC's campaigns unit, then headed by the current AA President Edmund King. Through the RAC's involvement in Europe-wide campaigns on car crash test legislation, on-board diagnostics and emissions standards, and later as Policy Director for the AIT&FIA European Bureau, he worked closely with many motoring clubs.

He joined the FIA Foundation in 2002 and since then has designed and co-ordinated global road safety campaigns including 'Make Roads Safe', as well as managing the Foundation's grants programme.

"The FIA Foundation is supporting and leading some exciting and innovative programmes and research in road safety and fuel efficiency, initiatives which either directly involve or are highly relevant to FIA motoring clubs", Billingsley said. "I want us to do more to connect the Foundation's knowledge and networks to the activities and projects of our members, and to better support and enhance the important work the FIA and motoring clubs are doing. Through our support of FIA Mobility and the FIA Institute the Foundation is really helping to build the capacity of clubs in safety and motor sport safety across the world."

The new Director General's first priority is to build momentum for the advocacy efforts of the FIA Foundation and the FIA to secure the inclusion of road safety and environmental targets in the UN's new Sustainable Development Goals (SDGs).

"It may seem an esoteric and remote agenda, but the SDGs will influence every aspect of global policy for years to come, not only in developing countries but also in industrialised nations," he said. "We face a big challenge to convince world leaders to include a road safety target in 2015, but it is something we have to try to do. Every FIA member club can play a vital role in helping to persuade their government to act."

FIA Institute



Nine times Le Mans champion Tom Kristensen.

Kristensen joins the FIA Institute

Nine-time Le Mans champion Tom Kristensen was elected to the FIA Institute Executive Committee at the organisation's General Assembly in December. The Executive Committee plays a pivotal role in providing overall direction to the activities of the FIA Institute, deciding on the organisation's strategy and selecting the projects to be undertaken.

Kristensen said: "I'm delighted to become an Executive Committee member of the FIA Institute. The work that the FIA Institute does in motor sport safety and sustainability is vitally important and I hope that my experience as a driver can help contribute to that."

Kristensen is no stranger to the top levels of motor sport. Not only has he won the Le Mans 24 Hours a record nine times but he has also claimed numerous other championships, including the Japanese and German Formula 3 titles and the 2002 American Le Mans Series crown. Last season he secured the FIA World Endurance Championship crown alongside Allan McNish and Loic Duval for Audi Sport Team Joest.

The nine-member Executive Committee is made up of the FIA Institute President and Deputy President, three representatives of member National Sporting Authorities, an Associate Member, an External Appointment, a representative of the FIA and a representative of the FIA Foundation.

FIA Institute

ASNs receive excellence awards

Three National Sporting Authorities (ASNs) have been awarded the highest level of accreditation – Achievement of Excellence – in three different FIA Institute programmes.

The Japan Automobile Federation (JAF) received the award in the Officials Programme after demonstrating the highest standards of motor sport marshalling and training. It will now become the first Asian ASN to be a Regional Training Provider (RTP) for officials training, bringing the total number of RTPs in this programme to eight across the world.

The Fédération Française du Sport Automobile (FFSA) is the first ASN to be accredited in the Medical Programme and is set to become the first medical RTP. The FFSA hosted an Institute extrication course at Le Mans from 23-25 January, with each graduate team from the course receiving an Institute accreditation recommending them for two years of operation at FIA World Championship events.

The Confederation of Australian Motor Sport (CAMS) is the first ASN to be accredited in the Young Driver Training Programme and will also apply to be an RTP in this area. The hosting of Institute regional Academy selection and training events will be prioritised for accredited RTPs in future and other ASNs are encouraged to apply. RTPs are ASNs that have been accredited at the highest level in a given programme and then appointed to help other ASNs across the FIA community with their individual development needs.

FIA Institute President Gérard Saillant, who presented the award certificates to the ASNs at the Institute's General Assembly in December, said: "I would like to congratulate all of these ASNs on achieving the highest level of accreditation in these programmes. They can now lead by example and pass on their expertise in these areas to other ASNs, thus improving training and education in motor sport around the world."



(Left to right) Secretary General of JAF Motorsport Yoshiki Hiyama, CAMS President Andrew Papadopoulos and FFSA Senate Member Jean-Jacques Issermann.

FIA Institute



FIA Institute launches Watkins Prize for motor sport safety research

To honour the career and achievements of the Institute's founding President, Professor Sid Watkins, and as part of this year's 10th anniversary activities, the FIA Institute will establish a motor sport safety research prize.

The objective of the Watkins Prize is to identify and encourage the next generation of medical and safety experts.

The scholarship will come in the form of an annual financial prize to be awarded for new research in the field of motor sport safety, reflecting the Institute's priorities as defined by the Executive Committee.

FIA Institute



FIA Institute President Gérard Saillant

Institute President outlines plans for the future

FIA Institute President Gérard Saillant gave a welcome address at the annual General Assembly in December where he presented an overview of achievements so far and plans for the future.

Prof Saillant said: “When the Institute was launched in 2004, its initial focus was on motor sport safety research, however since that time the Institute has broadened and deepened its remit to become a multi-disciplinary think-tank for innovation and excellence.

“Next year marks the 10th anniversary of the Institute and I am immensely proud of what we have achieved in that time. Over this period, we have pioneered a number of firsts, many of them in close cooperation with the FIA as global regulator and our funding partner, the FIA Foundation. Some of the more noteworthy achievements include:

- Developing the first high-performance wheel tethers for Formula One, with four times the energy absorption power of previous systems.
- Winning the ‘Safety Innovation of the Year’ award for the development of the first high-speed safety barrier, built for high-speed corners with short run-off areas.
- Developing a crash helmet specifically for young drivers, the first time a helmet had been developed for a young person’s physiology.
- Developing an entirely new side-impact safety system for cars in the FIA World Rally Championship.
- In partnership with the FIA Foundation and the FIA, managing the distribution of approximately €9 million in ASN grants to help develop grass-roots motor sport.

- Appointing motor sport’s first-ever RTPs, who have helped to increase the safety and training standards of motor sport officials across the world.
- Launching our own Young Driver Excellence Academy, the first-ever truly international initiative to develop young racing drivers with a safety-emphasis.
- Publishing an environmental certification framework, enabling motor sport stakeholders to achieve the highest standards in environmental management.

“Since my election as President at the 2011 General Assembly, the Executive Committee and leadership team have been focused on implementing the reforms necessary to ensure the Institute’s long term future, all built on a platform of compliance, transparency, rigour and efficiency.

“The more notable reforms include the formation of an Audit, Finance and Governance Committee chaired by the Institute’s deputy president, Garry Connelly. Through the leadership of this Committee, the Institute has been able to successfully achieve certification of its accounts for the periods 2008 through to 2012, and with this has come significantly improved financial transparency and reporting.

“In addition and through rigorous management and oversight, we have been able to significantly reduce expenditure in several key areas, as well as unlocking additional funding, and building the Institute’s reserves. Furthermore, we have also aligned our Statutes and Internal Regulations with best practice and good governance. Finally, the Institute has modified its organisational structure to reflect a consolidation of its work around its two core pillars, Education and Research, a change which has fostered greater efficiency.

“As we now move into 2014, the Institute’s 10th year, it’s time to pause and reflect and carefully consider the future and how best we can serve our safety and sustainability objectives, and our ongoing commitment to help our ASNs. This will involve undertaking a strategic review, which we will do in close consultation with our strategic partners, the FIA and the FIA Foundation, as well as our members.

“Whilst our objectives will continue to be on motor sport safety and sustainability, and an ongoing commitment to help our ASNs, there are several key areas which require close attention:

- We must reinforce our links with the FIA, seeking new areas of collaboration, whilst ensuring we avoid duplication;
- We must further strengthen our RTP network, who will act as important regional safety and sustainability ambassadors as well as assisting the Institute with the implementation of its work; and
- We must review the mix of research and education activities to ensure that these are relevant and valuable to our ASN network.

“This process will of course be done in close collaboration with the FIA and the FIA Foundation who will be integral in helping to determine the Institute’s future direction. We also undertake to consult our members, the ASNs, as serving their needs will be key factor in ensuring the ongoing development of grass-roots motor sport.”

FIA Institute

Medical Training at Le Mans

The Fédération Française du Sport Automobile (FFSA) hosted an extrication-training course at Le Mans in January, its first event as an FIA Institute-appointed Medical Regional Training Provider (RTP).

The two-day course provided expert tuition in extrication skills to medical teams from a host of different countries. Delegates listened to a series of high-level presentations from senior motor sport medical experts including all of the FIA Medical Delegates.

This was followed by practical sessions that enabled all of the medical crews to gain further knowledge and experience in extrication techniques before they faced a final assessment and debriefing. At the conclusion of the weekend each team that successfully completed the course was issued a certificate by the FIA Institute recommending them to operate at FIA World Championship level for the next two years.

In all, 20 extrication teams were trained from countries across Europe, including teams from Spain, UK, Belgium, Portugal, Holland and Germany. They were joined by delegates from around the world who were there to observe the training, including representatives from Japan, Argentina, Australia, USA, Canada and South Africa.

The extrication course has been developed over the last two years by Dr Jean-Jacques Issermann and FIA Institute Medical Advisor Dr Paul Trafford, along with all of the FIA Medical Delegates. During the weekend, the participants were also acquainted with the Institute’s new Formula One extrication simulator, which is available to circuits around the world. Built from fibre-glass, the simulator replicates a Formula One car cockpit, enabling medical teams to get hands on, practical experience in extrication prior to FIA World Championship races.

FIA Institute President Prof Gérard Saillant, who is also President of the FIA Medical Commission, gave an address to all of the delegates emphasising the importance of this training. He said: “Extrication in motor sport is a medical practice that requires a very specific set of skills, and its exercise is something the medical motor sport community has perfected over many years. The Institute has developed this course in order to share these skills with as many medical teams as possible and we are very much looking forward to the situation when further RTPs are approved and able to deliver this training within their own geographical regions.”



DOWN UNDER'S DRIVING FORCE

A booming economy may have made Australia a desirable place to live but rapid growth is taking its toll on motorists, with costs increasing and infrastructure suffering. However, the AAA, host of this year's FIA Mobility Conference Week, is pushing for change



In association with the AAA, the Royal Automobile Club of Victoria will host this year's FIA Mobility Conference Week in the country's second-largest city, Melbourne (below).



Last September management strategists the Boston Consulting Group conducted a survey of more than 28,000 people across 11 countries asking them to choose the country in which they would most like to live. For a whopping 34 per cent the answer was very simple – Australia.

It's not hard to see why they. With picture postcard landscapes, vibrant cities, great weather and a high standard of living fuelled by a mining boom that has seen the economy shrug off the worst of the global economic downturn – regularly posting GDP growth of around 3 per cent, Australia is experiencing huge growth.

But while rapid expansion has made Australia a magnet for

many, it has come at a cost. In some areas growth has stretched infrastructure to breaking point, and while a high standard of living is enjoyed by many the cost of those standards has escalated in recent years.

It's a problem the Australian Automobile Association (AAA), the representative body of eight of the country's largest motoring clubs and the voice of Australian motorists, is all too familiar with.

"The AAA is a national advocacy body, leaving the state clubs to concentrate on business and member service activities, such as roadside assistance, insurance, motoring advice, travel and tourism," says AAA President Ross Herron.

"The core policy agenda of the AAA is to advocate for safe, affordable and sustainable mobility."

As part of that remit, last April the AAA launched its Demand Better Roads campaign, an initiative designed to push infrastructural shortfall to the top of the political agenda in advance of September 2013's federal elections.

"A large continent with a relatively small population poses many challenges for a country and none more so than having appropriate transport infrastructure," says Herron. "There is a unique contrast with road concerns in Australia. The large capital cities are now

Infrastructural problems are a major concern for the AAA. While urban centres are congested, many rural roads are in poor repair. "Although the roads may not have enormous amounts of traffic, they nonetheless can be vital transport routes between major centres," says Herron.



“ THE CORE POLICY AGENDA FOR THE AAA IS TO ADVOCATE FOR SAFE, AFFORDABLE AND SUSTAINABLE MOBILITY ”

ROSS HERRON, AAA PRESIDENT



(Left to right) Prime Minister Tony Abbott, FIA President Jean Todt, AAA President Ross Herron.

AAA President Ross Herron says the recent Demand Better Roads campaign "demonstrated the strong political force the clubs hold when they combine and work together as one voice".

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Andrew McKellar, AAA Chief Executive

heavily congested, meaning clubs are advocating for new roads, more tunnels and cross city roads, as well as improved rail lines and other public transport infrastructure.

“At the same time, the highways linking rural and regional areas are often poorly engineered, dangerous and have deteriorated surfaces. Although the roads may not have enormous amounts of traffic, they nonetheless can be vital transport routes between major centres.”

Herron believes the Demand Better Roads campaign addressed these concerns and achieved the desired response following its launch.

“The campaign was a great success in terms of achieving real outcomes in the form of new road infrastructure projects but

also in bringing all clubs together to advocate on the same policy platform,” he says. “It demonstrated the strong political force the clubs hold when they combine and work together with one voice.”

Campaign Director and Chief Executive of the AAA Andrew McKellar agrees, adding that the elections provided the perfect platform for Australian motorists to air their grievances.

“This was the most ambitious combined advocacy campaign ever conducted by the Australian clubs,” he explains. “The growing infrastructural challenges, combined with a national election, provided the perfect opportunity for the clubs to reassert their political force.

“ THE CAMPAIGN PROVIDED THE PERFECT OPPORTUNITY FOR CLUBS TO REASSERT THEIR POLITICAL FORCE ”

ANDREW MCKELLAR, AAA CHIEF EXECUTIVE

THE AAA FAMILY

The AAA brings together more than 7 million members of the country's motoring and mobility clubs.

"This is a significant membership base when you consider there are 23m people living in Australia and 13m passenger cars on the nation's roads," explains AAA President Ross Herron.

"The President and CEO of each of the member clubs make up the board of the AAA. This allows the AAA to focus on national policy matters with the Australian Government, while the state clubs maintain a strong member focus as well as a relationship with their state government on more local matters."

The AAA is the FIA mobility affiliate, with the Confederation of Australian Motorsport (CAMS) dealing with motor sport matters.

AAA Member Clubs:

- New South Wales: NRMA
- Victoria: RACV
- Queensland: RACQ
- South Australia: RAA
- Western Australia: RAC
- Tasmania: RACT
- Northern Territory: AANT



“ THE CAMPAIGN WAS MORE THAN SIMPLY A PROTEST: WE PROVIDED SOLUTIONS AND POLICY SUGGESTIONS TO ALL THE MAJOR POLITICAL PARTIES. ”

ANDREW MCKELLAR,
AAA CHIEF EXECUTIVE

"The campaign had three main aims," adds McKellar. "Firstly, to raise public awareness about stronger investment in roads. Secondly it was about activating 7 million motoring club members to support the campaign, and finally it sought to influence the policy agenda of the major political parties before the election."

In a country that last year raised Aus\$18bn to deal with its roads yet had costs topping AUS\$19.5bn, the finances of infrastructure are complex, but McKellar insists the clubs' campaign was more just than a declamatory voice in the wilderness.

"The campaign was more than simply a protest: we provided solutions and policy suggestions to all the major political parties," he says. "There was a list of commitments we wanted and we then provided a 'report card' to members, rating each party against those policy areas."

"The AAA and clubs also worked hard to determine a list of priority transport projects to be funded by the incoming government. These were based on road safety or congestion factors. The priority list included a number of public transport projects that recognised that our members both drive and use buses and rail when they need."

Recognition of the campaign was key for the AAA and a structured publicity campaign was put in place in order to get the clubs' message to as many of their 7 million members as possible, as well as the wider electorate.

"There were two main calls to action; the message to the members of the community, 'Demand Better Roads', and a second message, '7 million members, 7 million voters', aimed at politicians," says McKellar. "This was very successful, with half the number of people visiting the dedicated website going directly to the it without needing to be referred. Some of the key forms of paid advertising included a commissioned television commercial, print advertising, radio advertising and billboards on key highways and roads."

"The tracking results of the paid media were very encouraging, with 31 per cent being able to recall advertising about better roads in newspapers, followed by television,"

he adds. "Regardless of whether they could recall any advertising, participants overwhelmingly (86 per cent) supported the clubs undertaking the campaign."

Although last September's elections are fading from memory, the campaign's goals are still being promoted.

"The work of the campaign continues in order to hold the new Australian government to account for the significant infrastructure announcements they promised," McKellar says. "Looking forward need to keep the pressure on areas that got less focus in the lead up to the election campaign, such as motoring affordability. The concerns in regards to vehicle servicing costs and emerging threats in regards to the lack of access to repair data are key focuses for 2014."

According to Herron, the clubs will also look to the lessons of Demand Better Roads and apply them in a more targeted way to access to data concerns.

"The AAA is one of the leading clubs in terms of advocacy in the access to data space but we need to work globally to raise awareness in the community of these issues and then seek better outcomes for members through policy and regulation," Herron says.

While the Demand Better Roads campaign is a major initiative for the club, it is, of course just one part of the activities of the AAA and its member organisations, as Herron is keen to explain.

"All the Australian clubs are independent organisations but with some shared operations, and all have different business models. However, at the core is roadside assistance," he says. "The geographically sparse population does provide challenges in maintaining high standards of member service but it is also one of the main reasons for strong membership in Australia."

"With Australia having a relaxed culture and one where driving holidays are the norm, people have always needed to rely on the motoring clubs to get them out of trouble if they are stranded with a broken down car and a long way from not only home, but also from the nearest town."



"For most drivers in Australia, the roadside assistance service provided by the clubs is considered the 'fourth emergency service' after the police, fire and ambulance. People will become a member of their state club but there are reciprocal rights from each club meaning people are covered wherever they drive in Australia."

Road safety is also a major concern for clubs and the AAA. While recently released figures from Australia's Bureau of Infrastructure, Transport and Regional Economics show that the number of road deaths fell more than 8 per cent

to 1,193 in 2013, a 10.1 per cent decrease on the previous year, road safety is still a problem the AAA wants tackled.

"The AAA conducted a major survey in 2012 – of both club members and non-members – and it was clear that road safety was the standout issue for motorists," says Herron. "Some 47 per cent nominated it as the primary problem they face."

Also of major concern is the issue of motoring affordability. With the annual rate of inflation in the country frequently nudging over 3 per cent across the last decade, the

“ THIS YEAR MARKS THE 90TH ANNIVERSARY OF THE AAA, SO IT IS APPROPRIATE THAT MOBILITY CONFERENCE WEEK WILL BE HELD IN AUSTRALIA. ”

ROSS HERRON, AAA PRESIDENT

cost of driving in Australia has become a hot topic, as the AAA's survey showed.

“The second most ‘top-of-mind’ concern is the cost of motoring at 18 per cent, though this is down from 42 per cent in 2007,” the AAA president says. “Although a decrease on the previous survey it is apparent that drivers now feel powerless to lower motoring costs and rising fuel and servicing costs are now simply being factored into family budgets. These concerns align with the current focus of the club’s advocacy, demonstrating our need to continue to represent the community to governments on these key areas.”

McKellar adds that access to vehicle data is a major area of concern in protecting motorists’ rights and keeping costs down. “The biggest concern, and one most of our club members are not fully aware of, is the risk associated with the lack of access to data for vehicle repairs and maintenance,” he says.

“We know that people are concerned about motoring affordability and the cost of servicing but these costs will continue to rise and competition in the marketplace will be reduced unless more is done to protect the rights of motorists to own the data their vehicle produces and to protect rights to choose who they share that information with.

“This is our number one priority in terms of affordability and the AAA is working locally and internationally with other clubs to develop policy solutions.”

Finance considerations are not just restricted to club members. According to Herron the clubs themselves are seeing a changing business landscape and are acting to safeguard their position.

“The clubs in Australia have long recognised the need to diversify,” he says. “Clubs have business-to-business relationships with vehicle brands, and they have moved to become significant players in the travel and tourism sectors, as well as car and household insurers.

“Some clubs in Australia own significant hotel, motel and resort facilities – not only for members but the broader community,” he continues. “One owns a major car rental company that has contracts with government departments, as well as relying heavily on the tourist trade. Others have driver training schools as well as finance for people wanting a car or personal loan.”

FIA member clubs will later this year have an opportunity to get a first-hand look at the work of the AAA and its clubs, as the association and member club the Royal Automobile Club of Victoria are hosting this year’s FIA Mobility Conference, which will take place in Melbourne. It’s a week-long event the AAA President is particularly looking forward to.

“This year marks the 90th anniversary of the AAA so it is appropriate Mobility Conference Week will be held in Australia,” he says. “The RACV will be co-host for the year and will enable the club to showcase the diverse business and community interests of the organisation.

“The venue will be the RACV City Club in Melbourne,” he concludes. “Melbourne is Australia’s second largest city and one of the most cosmopolitan, so we are very much looking forward to showcasing this wonderful city to the world.”



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AN 'AVOIDABLE EPIDEMIC': THE ECONOMIST REPORTS ON GLOBAL ROAD DEATHS

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