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# AUTO+ NEWS

## GET SET FOR MELBOURNE



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# AUTO+ MEET THE FAMILY



Welcome to issue nine of AUTO+, featuring the latest news and views from FIA family members all across the world.

In this edition we focus on two major events on the FIA calendar, with a look back at the outcomes of the 2014 Sport Conference, which took place in Munich in late June, and a look ahead to next month's Mobility Conference, which this year is being held in beautiful Melbourne in association with the Australian Automobile Association and the Royal Automobile Club of Victoria.

Elsewhere, in our Meet the Family section, we look at the activities of the Automóvil Club de Chile and examine how the club is meeting the demands of a rapidly growing motoring public and addressing the road safety challenges brought about by increased motorisation. Finally, we report on the launch of the latest edition of the FIA Institute's Young Driver Excellence Academy.

We hope you enjoy this latest edition of AUTO+ and, as ever, we welcome your stories and 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](mailto:gPELLICCIOLI@FIA.COM)



# MELBOURNE GETS SET FOR MOBILITY

*With just over a month to go until it opens, AUTO+ look ahead to FIA Mobility Conference 2014, which is being hosted by the Australian Automobile Association and the Royal Automobile Club of Victoria.*

As motoring becomes increasingly linked to the digital world it is both an exciting and a daunting time for mobility organisations. New technologies will undoubtedly require clubs to re-evaluate their existing services, but the changes also present clubs with remarkable opportunities to forge closer ties with existing members and to attract new members with innovative solutions to everyday motoring problems.

Examining this increasingly connected world in the light of how it affects clubs membership is the theme of this year's FIA Mobility Conference, which takes place in Melbourne, Australia, from 16-19 September.

"This year's theme builds on the themes of the past two mobility conferences but this year we are taking things a step further by looking at 'Membership in a Connected

World,'" explains Susan Pikrallidas, Secretary General Mobility at the FIA. "We are going beyond the car to focus on club members. In the future we don't know if the car will continue to be the major means of transportation or if it will be the base of a relationship with members. Through our keynote presentations, delivered by trend watchers from around the world and by renowned technology and motoring experts, and via our intensive workshops we feel sure the conference will challenge clubs to think about their business in a different way and will help them prepare for the future of mobility."

The conference will feature a number of thought-provoking keynote addresses. The first, 'Connected Vehicle, Connected Car', will feature US journalist Tom Vanderbilt, author of 'Traffic: Why We Drive the Way We Do (and

What it Says About Us)'. Tom will look at the way technology has changed the way motorists interact with their vehicles and the world through which they travel and how connectivity is impacting on the business of mobility clubs. He will explain how this new world presents new opportunities to clubs and he will outline some of the possibilities on offer today.

Day two of the conference will see Bernard Salt, widely regarded as one of Australia's leading social commentators, deliver a presentation entitled 'A Brave New World for Members'.

Salt, who is also a Partner at global advisory firm KPMG, will speak about the impact of demographic change on organisations and the communities they represent. Delegates will learn about the changes in global population demographics and how clubs must evolve to meet the needs of future generations.

On day three, delegates will be given a unique insight into how the world's largest motoring organisation, the American Automobile Association, is dealing with the changing face of mobility. Club CEO Bob Darbelnet will explain how the 'Triple A' continues to expand, how it services its almost 55 million members and how it plans to keep doing so in the future.

The final keynote address will see renowned business creativity expert Fredrik Härén deliver a presentation entitled 'Join the Club' in which he'll explain why clubs must move beyond the local and start thinking globally.

FIA Mobility Conference 2014 will also host a series of intensive workshops across two days, all designed to spark innovation and to give clubs the tools necessary for future prosperity.

Of course, it wouldn't be Mobility Conference week without a great social programme and, as ever, the conference will feature a number of exciting events, as well as the traditional gala dinner.

All of this will take place in the headquarters of the Royal Automobile Club of Victoria, who, in association with the Australian Automobile Association, will host this year's conference. Add in the stunning backdrop of the amazing city of Melbourne and FIA Mobility Conference 2014 is set to be a truly memorable event.

**“ WE ARE GOING BEYOND THE CAR TO FOCUS ON CLUB MEMBERS ”**

SUSAN PIKRALLIDAS, FIA MOBILITY



FIA Secretary General Mobility Susan Pikrallidas.

## MOBILITY CONFERENCE 2014 IN NUMBERS...

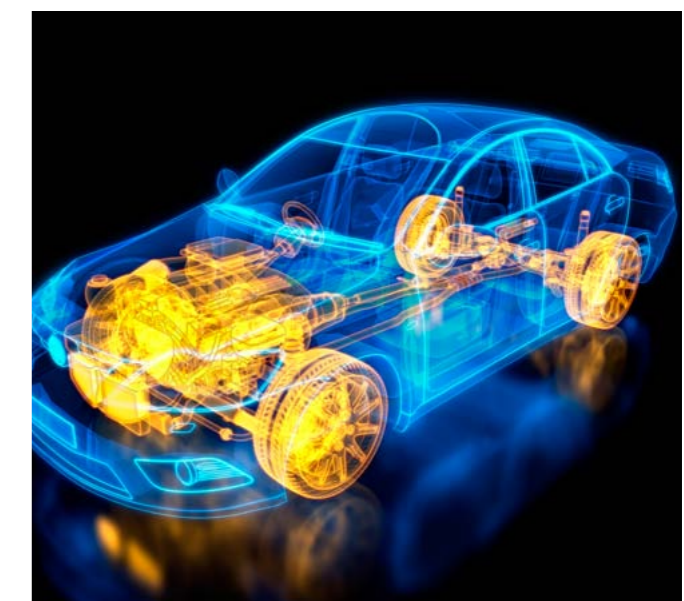
5 workshops

6 excursions

23 speakers

300+ participants

1,000+ cups of coffee





# A CONFERENCE OF CO-OPERATION

*Ahead of FIA Mobility Conference 2014, Ross Herron, president of co-hosts the Australian Automobile Association, explains what delegates can expect from the event and how it will provide an ideal opportunity for clubs to pool their experience in service of their members.*

**What do Australia's clubs hope to demonstrate about motoring in Australia to fellow clubs at FIA Mobility Conference Week?**

This is the first time Mobility Conference Week has been held in Australia and I am proud that we can use this opportunity to showcase this amazing country and the work of our clubs.

Australia is a large and diverse country, so there is a need for a mobility club in each of the states. Combined, our clubs represent the interests of 7 million members – that's one-third of the entire population of Australia. Each region has different requirements based on the population, geography, weather and other demographics, so delegates will get to see how we work well together on advocacy and providing a broad range of member services.

**What do you think other clubs can learn from the visits to the other clubs in Australia that have been planned as part of conference week?**

The clubs in Australia have much to share, both in terms of business models, services and also our advocacy success. Each club has slightly different services and businesses but all of them are linked together offering emergency roadside assistance.

I think delegates will be impressed by the range of services already offered by the clubs in Australia such as insurance, travel and tourism, hotels and resorts, driving schools, rental cars and home assist for emergencies at members' houses. The diversification of product offerings and the drive to continually find new opportunities will be of interest to clubs, no matter how large or small.

**This year's conference focuses on the theme of being better connected to club members. How are Australia's clubs achieving this now?**

Many of the Australian clubs are more than 100 years old, which means they are remarkably resilient. However, that resilience has only come about because of their continued acceptance of new technology and for the organisations to look ahead of the game.

Clubs in Australia acknowledge the changing demographic, changing consumer preferences and also the need to expand our services beyond the car.

Our thinking is now focused around the member and providing member benefits because without our members we simply would not exist.

**Will clubs need to explore different business models? For example the Australian clubs are very active in the tourism market?**

Clubs here have long recognised the need to diversify. Cars are becoming more reliable and the need for roadside assistance is declining. Clubs have moved to B2B relationships with vehicle brands and they have also become significant travel and tourism players, as well as car and household insurers.

Many of the clubs own significant hotel, motel and resort facilities – not only for members but the broader community. One club owns a major car rental company while others have driver training schools and well as finance for people wanting a car or personal loan.

**How do you think this might change in the future and what steps are Australian clubs taking to ensure it remains connected to members?**

To stay connected we need to concentrate on looking after the member and not just his or her car. Clubs are increasingly moving into the home assistance space. Just like the well-known roadside assistance, members can receive help with emergencies at home such as minor plumbing and electrical repairs.

With an ageing population in Australia, clubs are also expanding into home-care services and providing advice on retirement planning and healthcare options.

One important way clubs must stay connected is through our advocacy for better transport, consumer rights and road safety. As member-owned organisations it is important we continue to give back to our members and the broader community.

**What can delegates expect from this year's conference in Melbourne?**

The speakers arranged for FIA Mobility Conference 2014 will help us all to think about the future of our clubs and the challenges and opportunities on the horizon.

I am pleased there is strong focus on the member. How we can better understand our members and what they need and want from us so that we can serve them better. Looking after our members requires a constant need to review policies, business opportunities and new technologies, such as the connected car.

FIA Mobility Conference also highlights to me the spirit of co-operation that exists among the network of mobility clubs. With the support of the FIA we can bring clubs from around the world together to share ideas and learn from each other.



# CONNECTING WITH AUSTRALIA'S CLUBS

*FIA Mobility Conference 2014 is not just confined to Melbourne. Delegates will also get the chance to explore Australia's different regions thanks to AAA affiliated clubs from around the country.*

Mobility Conference Week is always one of the highlights of the FIA calendar, a chance for club representatives from around the world to connect, renew friendships and share ideas and experiences. This year's conference should be extra special, however, as it not only gives clubs the chance to explore Melbourne and the activities of the Royal Automobile Club of Victoria, but also affords them the opportunity to connect with AAA member clubs from across Australia.

There are five club visits on offer, with the first, a tour with Royal Automobile Club of Queensland (RACQ) in Brisbane, set for the week before Conference Week, beginning on September 11. Conference week delegates are invited to spend a day with the executive team of the RACQ, which represents more than 1.2 members, to discuss topics such as membership trends and future projects. The programme will also include a look at the RACQ's Fleet Operations and Vehicle inspection. The day will conclude with a discussion on the strategic initiatives of the RACQ for its members.

Alternatively on September 11, delegates can opt to visit the Royal Automobile Association of South Australia in Adelaide. The day will include meetings with the RAA's executive team, as well as a tour of the club's facilities, including its workshop and security bunker. Later, delegates will have the chance to take part in sessions looking at the club's 2013-2023 Strategy Plan, defining the concept of

club membership and taking an overview of the club's travel strategy, by which it is developing a local and international offering to members.

The following day, the National Road and Motorists' Association (NRMA) in Sydney will host delegates at its NRMA's Wynyard Office in Sydney where visitors will have the opportunity to explore how the club delivers services to members and its ambitious plans for the future of Mobility in New South Wales, including its Transformation 2020 Program that looks at emerging trends and how the NRMA can remain relevant to members.

The afternoon session will then offer two distinct programmes. The first, Automotive, will include a visit to a MotorServe Centre for car servicing and repairs, including a walk through the centre and a presentation on the growth of the MotorServe business and its engagement with members.

The second, Lifestyle and Entertainment, will cover member engagement through the club's Living Well Navigator and Interactive Advocacy and its newest membership product, Emergency Home Assist. The day will conclude with a sunset cruise through beautiful Sydney Harbour with drinks and canapés.

Following the conference in Melbourne delegates will have the opportunity to visit one of Australia's most picturesque regions – Tasmania.

The Royal Automobile Club of Tasmania will host delegates on Monday 22 September. The RACT recently purchased three iconic Tasmanian properties, Freycinet Lodge at Coles Bay, Cradle Mountain Hotel in the Tasmanian Wilderness World Heritage Area and Strahan Village on the West Coast of Tasmania. This tour will give a fascinating insight into how the RACT is diversifying and could give delegates a glimpse into future business opportunities for their own organisations.

Following the business sessions of the visit, delegates will have several social program options (at delegates' expense) including an overnight stay RACT's Freycinet Lodge ([www.freycinetlodge.com.au](http://www.freycinetlodge.com.au)), a scenic flight over Hobart or a visit to the world famous Mona Museum and Moorilla Winery.

The final tour will take delegates all the way to Perth in Western Australia, where the Royal Automobile Club of Western Australia will provide visitors with a strategic overview of the club's activities, as well as giving delegates an insight into its advocacy programmes.

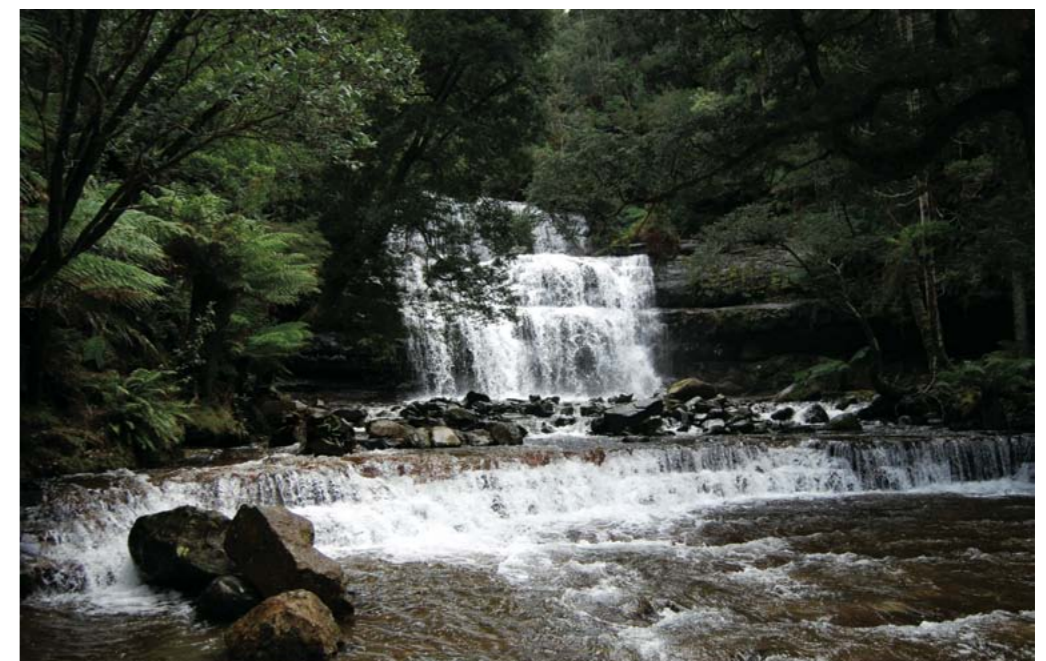
The afternoon in Perth will be dedicate to three forward thinking sessions taking in Member engagement, including the club's Youth Membership initiative, Advocacy through Innovation, as well as a presentation on environmental sustainability.

If any club representatives planning to attend FIA Mobility Conference 2014 are interested in attending the pre- and post-Conference visits and wish to obtain more information, please contact Alison Wallace ([alison.wallace@aaa.asn.au](mailto:alison.wallace@aaa.asn.au)).



The Royal Automobile Club of Western Australia will welcome visitors to the stunning city of Perth on September 23.

Tasmania's picturesque Russell Falls. Conference delegates will have the chance to visit the island courtesy of the Royal Automobile Club of Tasmania on September 22.



# MOTORING AHEAD

*Chile is seeing huge growth in the number of cars being purchased. Servicing the demands of the country's newly motorised public and dealing with the consequences of increased road use is the Automóvil Club de Chile.*

Like many other South American countries, Chile is experiencing large scale growth in car ownership, tied in part to an improving economy. As the world's premier exporter of copper, Chile's economy, if not quite as buoyant as in the past, is in good health, with the International Monetary Fund predicting economic growth of 3.2 per cent this year and 4.1 per cent in 2015.

"Growth will recover to its potential level by 2016, supported by monetary easing, peso depreciation and recovery in the global economy," said the organisation.

If a barometer exists to measure that growth it is contained in car ownership statistics, which in Chile have been on an upward curve since the early 1990s, and which show no signs of decreasing. Indeed, some years ago the IMF forecast that in the five decades following the turn of the century, car ownership in the country would treble, from below 100 cars per 100 of population in 2000 to a projected 300 or more by 2050.

That projection now looks conservative, however, especially when the latest statistics from the World Bank are taken into consideration. In 2009, the organisation estimated the car ownership figure at 173 vehicles per 1000 of population. By 2011 it had climbed to 198. At that rate the 300 per 1000 figure predicted by the IMF will be breached by 2020.

Dealing with this explosion in interest in automobile ownership is the Automóvil Club de Chile (ACCHI), which has been representing Chilean motorists for more than 85 years.

The club currently has 28,000 members and is growing all the time, particular through its status as the country's major provider of driver training.

"The organisation is a leader and benchmark in driver training, being the only driving school certified with ISO 9001:2008 and (the Chilean national) NCh 2728 certification, with nationwide coverage, from Arica to Punta Arenas," explains a club spokesperson. "The driving school was started in 1971 and is completely dedicated to people's training and education related to traffic and public transport, with a research-oriented training and development approach. With branches in most of the country's large cities, we have a fleet of over 100 vehicles with dual command that is constantly being renewed. At present more than 60,000 students graduate every year, making us the country's biggest driving school."



ACCHI's driving schools are Chile's largest, with some 60,000 students graduating each year.

The driving school is just one part of a group of companies that make up the club. The main organisation provides a wide network of benefits, from personal and vehicle assistance to legal and medical support, as well as providing discounts through a range of commercial affiliates. Additionally, in 1981 it established a rental car agency and then in 1998 founded its Club Assistance organisation to deliver specialised services to members.

“That branch of the business has now been angled more towards the corporate market, primarily through life and general insurers and brokers, as well as distributors of vehicle official brands, among others,” says the ACCHI spokesperson. “It has extensive coverage including the whole of Chile and it can provide coverage in more than 200 countries, through its extensive network of providers worldwide.”

The club also benefits from a close association with one of Europe's major automobile clubs, the Royal Automobile Club of Catalonia (RACC). “The main objective of this alliance is to offer a complete range of safety services related to assistance and protection for the whole family, anywhere in the world 24 hours a day, 365 days a year,” says the club representative.

The natural consequence of a country going through a period of rapid motorisation is that infrastructure is stretched to capacity, the application of road laws is pushed to its limit and awareness of safe driving techniques and standards slips. In this climate, road safety suffers.

In 2011, 1,573 people died from road traffic accidents in Chile and more than 54,000 people sustained injuries, 12.4 per cent of them severe. These figures, however, are a vast improvement on previous rates and according to statistics from the country's National Traffic Safety Commission (CONASET), the death and injury rate has fallen sharply, to 9.2 fatalities per 100,000 of population in 2011.

The fall is attributable to a number of factors, including the major regulatory changes that have been effected by the

## “ THE CLUB HAS DOUBLED ITS EFFORTS IN STRENGTHENING ITS SAFETY RESEARCH ”



Alberto Escobar, Public Affairs Manager ACCHI, being quizzed by media.

government, particularly a new zero-tolerance standard for driving under the influence of alcohol. The ACCHI, too, has played its part, not just through its driver training programmes, but through the club championing the UN's Decade of Action for Road Safety and also developing and embracing a number of high profile national road safety campaigns.

“In recent years the club has been active in various initiatives that fall within its social role to reduce traffic accidents and the serious consequences they have on people through road safety campaigns, support to public policies promoted by central government, and a presence on social media in order to give advice to the citizens along with warnings in relation to the prevention of road accidents,” explains the club spokesperson.

“As part of its commitment to the Decade of Action for Road Safety, the club has doubled its efforts in strengthening its safety research unit through surveys revealing the socio-cultural dimension of Chileans when driving and through co-operating with government initiatives developed in favour of road safety in the country.

“Road safety campaigns with which we work are related to seat belt use, speeding problems, alcohol consumption, use of child restraints and the dangers of technological distraction such as mobile phones,” he adds.

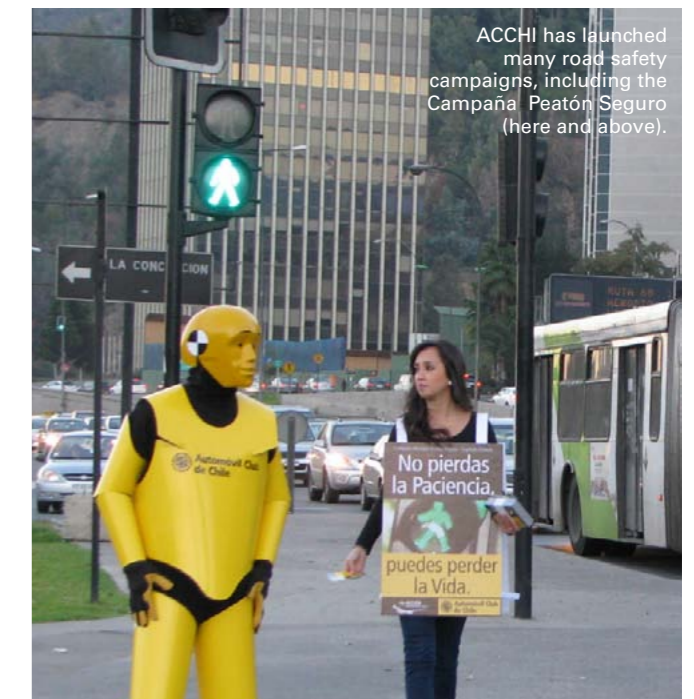
“We actively co-operate with central government on all public policies aimed at road safety. This is framed not only in workshops, but also in campaigns that seek to reduce the mortality rate due to accidents and which aim to raise awareness and create a true road culture in Chile. In the last three years we have worked with various government institutions such as the National Traffic Safety Committee (CONASET), the National Service for Prevention and Rehabilitation of Drug and Alcohol (SENDA) and the Intendancy of the Metropolitan Region of Santiago to effect this.”

It is a challenge. According to CONASET data obtained from the national uniformed police force, the Carabiniers of Chile, the nation's major road safety failings predominantly lie with road users and in particularly with pedestrians. According to the force's figures for 2011 the main cause of road accidents resulting in death was pedestrian recklessness (22.9 per cent), followed by reckless driving (18.4 per cent), loss of control of the vehicle (15.8 per cent), excessive speed (12.5 per cent), drinking and driving (13 per cent), failure to heed traffic signs (5 per cent of accidents) and accidents caused by drunk pedestrians (4.3 per cent). Changing attitudes through campaigns such as the government's Manejate Por la Vida (Drive for Life) initiative is a key concern of ACCHI's and the club has become a touchstone for road safety activism in the country.

“Today, the Automóvil Club de Chile is seen as an organisation that makes a valuable contribution to reduce traffic accidents and fatalities arising from these,” says the club spokesperson. “In fact, our institution is frequently consulted by Chilean media on these matters and actively advises public and private institutions. The challenge is to continue being a significant contribution to public policies related to road accidents in the country.”

There is still a way to go, however, according to the club. “Developing a road culture of a nation requires at least three components: better laws, more oversight and control on streets and highways, and better driver education,” the club spokesperson explains. “While we have tried to move forward on these issues, in Chile we still are very far from the results shown by developed countries.

## “ ACCHI IS SEEN AS AN ORGANISATION THAT CONTRIBUTES TO REDUCING ACCIDENTS ”



ACCHI has launched many road safety campaigns, including the Campaña Peatón Seguro (here and above).



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**Automóvil Club  
de Chile**

“We like to compare Chile with OECD countries and in road safety matters we are far down the order. We lack road investment and concern for the safety of our pedestrians, cyclists and motor vehicles drivers, who are also slow to change their behaviour within the traffic system. While the social, medical and monetary costs that traffic accidents bring have not been fully quantified in Chile, recent governments have progressively shown more interest in road safety issues, mainly on topics such as alcohol consumption, speeding and distracted driving. At least, there is now greater awareness among the authorities than there was 10 years ago.”

Away from the realm of road safety, another challenge is reaching members across a country that extends for more than 4,200km in a narrow ribbon down the western side of South America. “The chief challenges we face are poor infrastructure in some areas, weather problems, and geography,” says the club representative.

To combat this, the club has embarked on an innovative franchising programme. “The club is promoting a franchise model for places where it has not been present. Over the past year-and-a-half the club has opened 12 franchises and this year hopes to add three more in the coming months.

“In relation to members across the country there has been a particular focus on providing them with assistance services throughout the year, providing members with the most varied and complete services,” he adds.

“In addition to being a member, a family can benefit from our commercial agreements with over 180 stores, subscriptions to newspapers and magazines, discounts in restaurants, spa,

gyms, vehicle inspection centres, health and entertainment inside and outside Chile. As a member of the FIA and FITAC (the Fédération Interaméricaine de Touring et des Automobiles-Clubs) allows its members to access reciprocal agreements we have in place with other car clubs around the world. This allows members to not only to qualify for commercial agreements and discounts in shops abroad, but also to access services on trips around the world.”

Providing its expanding member-base with “varied and complete services” is how the club sees the future, especially in light of those figures that point to ever-increasing motorisation in the country.

“Chile reached 4.2 million vehicles in 2013, representing the fourth consecutive year that the industry posted record numbers,” says the club.

“In 2013, automotive sales reached 378,240 units in the light and medium vehicle categories. This represents an increase of 12 per cent compared to 2012 when 338,826 units were sold. It is expected that in 10 years there will be twice as many cars in Santiago.

“The government has responded by saying it will create a committee to put forward mobility solutions regarding traffic congestion and progressive vehicle growth. Against this background, our major role is to continue training highly qualified professional and non-professional drivers who are able to move safely and responsibly within the road system and to continue working on research and awareness campaigns to reduce the serious consequences generated by road accidents in the country.”



(Left to right) ACCHI General Manager Fernando Gangas, club President Eduardo Silva and Alberto Escobar, Public Affairs Manager.





# PUTTING MOTOR SPORT ON TRACK FOR FUTURE DEVELOPMENT

*FIA Sport Conference 2014 tasked delegates with drawing up a road map for the development of global motor sport. The results of their deliberations provided a fascinating snapshot of racing as it exists now and where it should go in the future.*



Taking the broad theme of motor sport in a changing world, FIA Sport Conference 2014 not only presented delegates with a series of discussions that sparked debate but also took the innovative step of putting member clubs at the heart of the FIA's plans for the development of motor sport.

Across a series of workshops, delegates were tasked with defining what they believed are the 'must-dos' to ensure a healthy future for competition around the world. The results would then be collated into a plan to be presented to the World Motor Sport Council.

Chief among the issues identified by clubs were infrastructure, training and the affordability of competition.

In the area of infrastructure, the workshop group led by FIA Institute Deputy President Garry Connelly, pointed to a need to develop infrastructure for participation and development, with a particular focus on youth and female participation. To do this the group called for the creation of support material to explain driver pathways across motor sport disciplines.

The group chaired by CAMS President Andrew Papadopoulos suggested that the FIA co-operate with ASNs in the lobbying of governments for support and called for the federation to assist with the identification of and engagement with potential commercial partners. The

CAMS President also asked that the FIA write a letter to each ASN's government recognising the organisation as the official governing body of motor sport in that territory, as his group believed this would help in securing government support. "Educating government as to what we're about it crucially important," he said.

Many also suggested a need for the FIA to aid with ASN restructuring, with redevelopments being targeted at ensuring that new structure were conducive to youth development.

The workshop led by Tim Mayer of ACCUS added that the FIA should help with the facilitation of cross-border action between neighbouring ASNs, supporting the promotion and logistical arrangement of events involving several ASNs. There was also a call to build karting structures and to ensure that infrastructure is widespread within regions and not concentrated in a few countries.

Training, too, was highlighted as a priority, with one workshop suggesting that with help from the FIA, ASNs should create templates and materials targeted at providing a good standard of training – to effectively 'train the trainers'.

The workshop findings also suggested that the FIA provide a template to attract, train, motivate and retain officials, again with an emphasis on attracting young people and women to motor sport. Another group

suggested that the FIA should develop a structure for the licensing and training of officials, providing an FIA licence that can act as a passport for officials. This could incorporate an online e-learning platform. It was also suggested that ASNs should embrace social media as a means of encouraging and retaining officials.

All of the workshops placed the affordability of competition at the top of their priority list. The workshop led by Christian Schacht of the DMSB said that "motor sport must be customised to customer demands". He pointed to the affordability and popularity of drifting as an example of a discipline that could be adopted by ASNs and the FIA. The group added that the FIA should exploit gaming in order to provide a bridge into motor sport for young people. Other groups pointed to a need for the FIA to create more entry-level categories with support from the motor sport industry and to establish cost limits for each, as has been done with Formula 4.

The group led by Colin Hilton also called for costs to be tackled and recommended the simplification of classes and categories and the establishment of simple, long-term regulations in order to attract more people to motor sport.

All of the recommendations from the workshops were distilled into an action plan, which FIA Deputy President for Sport Graham Stoker said would be put before the World Motor Sport Council for ratification as part of the FIA's plan for the future development of motor sport.

On the final day of the conference Deputy President Stoker unveiled a seven-point plan designed to "support ASNs to develop and implement their fact-based business and sporting plans". The plan focused on Structures and Management, Venues and Infrastructure, Licensing and Training, Events, Disciplines, Grassroots Participation and Commercial and Marketing.

The first element, Structures and Management, will see the setting up of ASNs according to a set of governance and management standards. The topic of Venues and Infrastructure will see the FIA define minimum safe standards for national venues. Licensing and Training will see the establishment of an integrated approach to attracting and retaining drivers and officials, while Events will see the simplification of regulations for events and vehicles.

Sporting disciplines will be broadened to attract new participants and in order to encourage new drivers. In the arena of Grassroots motor sport, entry points and clear competition pathways will be defined and the development of affordable championships will continue. In Commercial and Marketing, new e-media strategies will be identified and ASNs will be supported in building commercial capability.

The new plan will now be presented to the World Motor Sport Council at its next meeting, in Beijing, China next month.



FIA Marketing

## FIA and IHG agree on 2014 partnership

The FIA marketing department and the InterContinental Hotels Group (IHG) have agreed a new partnership, which will offer all FIA Mobility and Mobility and Sport clubs and members significant discounts on hotel stays across the hotel group.

The offers cover all brands of IHG in Europe, including InterContinental® Hotels & Resorts, Crowne Plaza® Hotels & Resorts, Hotel Indigo®, Holiday Inn® Hotels, Staybridge hotels and Holiday Inn Express® Hotels.

The new agreement between the two organisations features a range of discount packages, including:

- **Partner Rate 30% off**

A minimum of 30% off Best Flex weekend discounts (Friday, Saturday and Sunday) at all brands except InterContinental hotels (some hotels might offer midweek availability). Booking must be made 21 days in advance.

- **Partner Rate 20% off**

A minimum of 20% off Best Flex weekend discounts (Friday, Saturday and Sunday) for stays at InterContinental hotels. Booking must be made 21 days in advance.

- **Partner Rate 10% off**

10% off Best Flex midweek discounts (Monday to Thursday).

- **Available for hotels in Europe only**

- **Member ID will be requested at check-in** (FIA Business cards, FIA Clubs business cards, FIA Clubs memberships cards, FIA international driving license).

To make reservations utilising these discounted prices, FIA members should refer to their local club. The FIA is already in discussions with IHG to extend the offer outside of Europe.

For further information on this new agreement, please contact the FIA Marketing department: rdecabrol@fia.com



# THIS MAY ALSO BE OF INTEREST TO YOU:

### TRAFFIC ACCIDENTS COST DOMINICAN REPUBLIC US\$4.1B

[www.dominicantoday.com/dr/local/2014/8/7/52371/Traffic-accidents-cost-Dominican-Republic-US41B](http://www.dominicantoday.com/dr/local/2014/8/7/52371/Traffic-accidents-cost-Dominican-Republic-US41B)

### AAA LAUNCHES SAFETY CAMPAIGN

[www.sidneydailynews.com/news/home\\_top-news-news\\_education/50178286/AAA-launches-safety-campaign#.U-SRvDktUyE](http://www.sidneydailynews.com/news/home_top-news-news_education/50178286/AAA-launches-safety-campaign#.U-SRvDktUyE)

### FRANCE PASSES ELECTRIC VEHICLE CHARGING LAW

[www.eltis.org/index.php?ID1=5&id=60&news\\_id=4689&back\\_id=8](http://www.eltis.org/index.php?ID1=5&id=60&news_id=4689&back_id=8)

### 'MANDELA DAY' CALL FOR UN POST-2015 ACTION ON ROAD SAFETY

[www.makeroadssafe.org/news/2014/Pages/MandelaDaycallforUNpost-2015actiononroadsafety.aspx](http://www.makeroadssafe.org/news/2014/Pages/MandelaDaycallforUNpost-2015actiononroadsafety.aspx)

### TRAFFIC-FREE ROUTES ENCOURAGE MORE WALKING AND CYCLING, SAYS UK STUDY

[www.eltis.org/index.php?ID1=5&id=60&news\\_id=4688&back\\_id=8](http://www.eltis.org/index.php?ID1=5&id=60&news_id=4688&back_id=8)

### EUROPEAN ELECTRIC CAR SALES CONTINUE TO ACCELERATE

[/www.euractiv.com/sections/transport/european-electric-car-sales-continue-accelerate-303807](http://www.euractiv.com/sections/transport/european-electric-car-sales-continue-accelerate-303807)

### RAC AND SPACECUBED DRIVE FIRST ACCELERATOR FOR WESTERN AUSTRALIA

[www.startupsmart.com.au/starting/rac-and-spacecubed-drive-first-accelerator-for-western-australia.html](http://www.startupsmart.com.au/starting/rac-and-spacecubed-drive-first-accelerator-for-western-australia.html)

### SAFETY WALKERS TO MAKE TRACKS AT DOVER

<http://jamaica-gleaner.com/gleaner/20140727/auto/auto5.html>

### BIG STEP FORWARD FOR SPEED CAMERAS

[www.wort.lu/en/luxembourg/government-council-big-step-forward-for-speed-cameras-53d25a7fb9b398870804a924](http://www.wort.lu/en/luxembourg/government-council-big-step-forward-for-speed-cameras-53d25a7fb9b398870804a924)

### SELF-DRIVING CARS HERE IN FOUR YEARS

[www.motoring.com.au/news/self-driving-cars-here-in-four-years-45276](http://www.motoring.com.au/news/self-driving-cars-here-in-four-years-45276)

