

MOTOR SPORT MAKES ROADS SAFE

FIA Championships commit to implement the UN's Decade of Action on Road Safety



MEMBERSHIP

How FIA clubs are increasing membership despite increases in competition.

GT RACING

An in-depth look at all areas in GT racing from the FIA's technical and safety work to the overall promotion of the sport.

FIA IN MOTION

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FIA PRESIDENT'S MESSAGE



There have been a number of important developments so far this year. Without a doubt, the most significant is the landmark decision by the United Nations this March to proclaim 2011 – 2020 a Decade of Action for Road Safety.

The FIA and its members have played a crucial role in making the Decade a reality, and we know that together we will also play a major role in implementing the Decade and ensuring that five million lives are saved over the next 10 years.

I was encouraged by the major support the Decade of Action has received from the FIA's Sporting Championships. The WMSC has endorsed the Decade and committed to ensuring that FIA Championships use their considerable media profile to raise awareness of the initiative and its goals.

To this end, we saw Make Roads Safe at the launch of all of the FIA's World Championships: F1, WRC, WTCC, and GTI. These measures are helping draw on the synergies between mobility and sport, which was a major element of my campaign proposals. I am happy to see that this is already occurring at an unprecedented level with all of the Formula One teams having committed to support the campaign...

This edition of InMotion contains special reports focusing on GT racing and membership recruitment.

With the launch of the GTI World Championship, it is a timely moment to take a closer look at GT racing and take note of how it has developed into an FIA World Championship. GT has experienced turbulent times over the years, but its ability to overcome obstacles has highlighted the strength of the series. Issues such as budget and performance control, which were possibly GT's greatest challenges, have been successfully addressed with the Balance of Performance approach.

Increasing membership is always a top priority for our members, especially amidst the global economic situation, which has been a trying time for all the FIA's membership. Yet, it is the ability of clubs to adapt to changing circumstances that has allowed them to survive all these years.

Membership recruitment initiatives range from targeted marketing campaigns to wider promotion of the club and its activities on a national level. In many cases, clubs have managed to increase their number of members during the economic downturn, demonstrating the forward thinking mentality and adaptability of the FIA membership.

Already five months into my Presidency, we are continuing our programme of progressive change to deliver an FIA that meets the expectations of our members and the wider public. We are already moving forward positively and I look forward to continuing the implementation of our programme with your continued support.



Jean Todt
FIA President

FIA NEWS

UN PROCLAIMS DECADE OF ACTION FOR ROAD SAFETY



On March 2, the United Nations General Assembly approved a resolution proclaiming 2011–2020 a Decade of Action for Road Safety aimed at saving five million lives over the next 10 years.

The resolution follows years of hard work by the FIA and its members to bring road safety to the agenda of the world's politicians, and is also testament to the hard work of the FIA Foundation which pioneered the Commission for Global Road Safety and the Make Roads Safe campaign.

The Make Roads Safe campaign played a pivotal role in the UN resolution. The campaign initially helped raise over a million signatures, representing the 1.2 million people killed on the world's roads each year. This led

to the first-ever United Nations Ministerial Conference on global road safety, which was held in Moscow in November 2009.

The campaign promoted the Decade of Action, calling on the Moscow Ministerial to encourage the UN to formally endorse the initiative. Through the adoption of the Moscow Declaration, ministers from around the world formally backed the Decade, which was then followed by the formal declaration of the Decade of Action by the UN General Assembly in early March.

Welcoming the UN decision, FIA President Jean Todt said: "With the Decade of Action in place, the FIA and its members are proud of this important milestone achieved together with the FIA Foundation and the Make Roads

Safe campaign. We are now ready to work towards saving five million lives by 2020, by promoting safer roads, safer vehicles and safer road users."

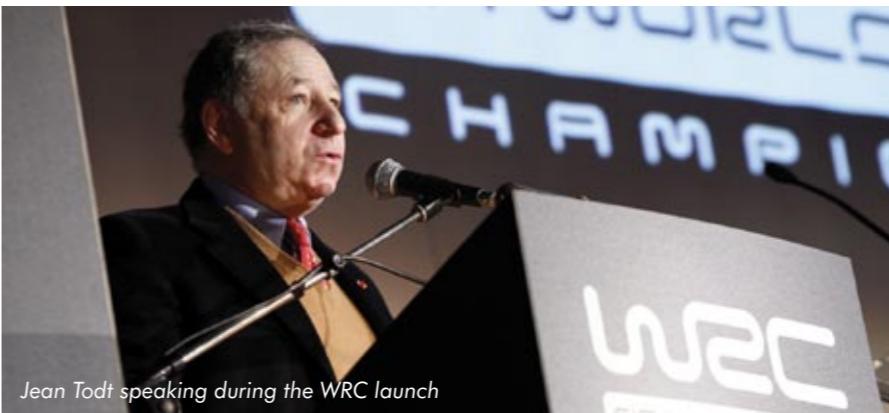
The FIA is now setting out its own action plan to ensure it plays an active role in the Decade's implementation. This action plan will include measures not only from the FIA's mobility side, but also from the sporting side, with the World Motor Sport Council having approved the promotion of Make Roads Safe and the Decade in all the FIA's major championships.

The UN debate, which took place in New York, saw Michelle Yeoh, Ambassador of the Commission for Global Road Safety, address the session as part of the official Malaysian delegation and give an impassioned plea for action. Yeoh, together with Commission members Michael Schumacher and Lord Robertson, played a major role in securing this landmark achievement.

The UN Resolution specifically noted the efforts of the FIA Foundation for its financial assistance to the World Bank Global Road Safety Facility and praises the advocacy work of the Make Roads Safe campaign.

The resolution requests the UN to prepare a plan of action for the Decade and calls upon member states to implement road safety activities, particularly in the areas of road safety management, road infrastructure, vehicle safety and road user behaviour. They are also invited to set their own national road traffic casualty reduction targets to be achieved by the end of the Decade, in line with the plan of action. The FIA is committed to playing an active role in the implementation of the Decade through actions at both the international and national levels through its member clubs. ■

2010 WORLD CHAMPIONSHIPS LAUNCHED IN PARIS



The FIA World Rally Championship (WRC) and the all-new FIA GT1 World Championship were officially launched for the 2010 season in ceremonies at the Automobile Club de France in Paris.

The WRC launch, hosted by Championship Promoter SRO in early March, was also attended by Todt and several GT stars including reigning champion of the former GT Championship Michael Bartels and reigning champion of the

Champion Sébastien Loeb, Mikko Hirvonen, and former Formula One World Champion Kimi Räikkönen, who has swapped the circuit for the WRC stages this year.

The GT1 event, hosted by Championship Promoter North One Sport in February, was attended by FIA President Jean Todt and a host of WRC stars including reigning World

GT3 European Championship Christopher Haase. The launch saw an unveiling of the GT Cars that will compete for the new world title during the 2010 season.

During both launches WRC and GT drivers showed their support for the Make Roads Safe campaign and the call for a Decade of Action for Road Safety 2011–2020. This support was also echoed at the start of FIA's other World Championships.

In Formula One, Williams F1 and Mercedes have committed to backing the initiative. For the duration of the Season, the Williams FW32 will display Make Roads Safe branding and Team Principal Sir Frank Williams will wear the Make Roads Safe logo on his team uniform. The FIA and Mercedes have together launched rebranded F1 safety and medical cars displaying the Make Roads Safe logo and the campaign website address. A similar Safety Car initiative has also been launched in the WTCC. ■

BAHRAIN HOSTS FIA MEETINGS



As part of a programme of bringing the FIA closer to its membership, a number of key FIA meetings were held in Bahrain during the run-up to the Bahrain Grand Prix, instead of at the traditional venue in Paris.

At the World Motor Sport Council (WMSC) meeting, a number of key decisions were taken. As well, the presence of many WMSC members allowed for several key side meetings to take place including meetings of the FIA Sport Vice Presidents, Statutes Review Commission, FIA Senate, and FIA Institute Executive.

All the meetings were hosted by the Bahrain Motor Federation (BMF), which had officially extended the invitation to WMSC members to meet in the Kingdom in conjunction with the Bahrain Grand Prix.

BMF President Shaikh Abdulla bin Isa Al Khalifa said: "I am extremely happy that the Kingdom of Bahrain is hosting the first meeting in 2010

of the WMSC. This development represents an important milestone in the role of Bahrain in both international and regional motorsport. This week's round of meetings will see discussions covering many diverse topics and will ultimately have an important role in contributing to the growth of motor sport in the Middle East." ■

Members of the press were also invited to a press conference with the FIA President, Deputy Presidents and Senate President, giving the media an exclusive chance to question and learn more about the FIA's future policy and strategy from its most senior office holders. ■

GALA CAPS MEMORABLE MOTOR SPORT SEASON



FIA Club Presidents, motor racing leaders and world championship drivers converged in Monaco in December for the FIA Gala, capping another memorable season in world motor sport.

It was a fitting finalé for a dramatic season in the FIA Formula One World Championship. The winning trophies were presented to Jenson Button and Ross Brawn for the drivers' and constructors' titles respectively, whilst Sebastian Vettel and Rubens Barrichello took the stage to collect their second and third place trophies.

It was a season of records for all of those on stage. Having won six of the first seven races of the championship, Brawn became the first team to claim the Constructors' title in its debut season.

Vettel, at age 22, became the youngest Drivers' Championship runner-up in Formula One history. Rubens Barrichello, at age 37, attained his fourth top-three finish in the Formula One Drivers' Championship, whilst maintaining his position as the most experienced driver in F1 history, having competed in 288 races and counting.

Jenson Button said: "I am honoured to be here in Monaco this evening to collect the Drivers' Championship trophy and to see my name engraved alongside the famous racing legends of the past. Motor racing has been a part of my life since my father bought my first go-kart at the age of eight and to have achieved my

dream of becoming World Champion makes me incredibly proud."

Sébastien Loeb and co-driver Daniel Elena collected their sixth consecutive FIA World Rally Championship trophy at the event. The French/Monégasque pairing claimed the title on the final round to maintain their place in the record books as the most successful crew in the history of the series.

Loeb said: "I have to admit that this season will remain as one of the most exciting. At the start of the year, everyone - except the team - thought we could win all rallies, but it turned out to be very different. This shows how challenging our discipline is, and how strong is the competition. I am delighted that we have clinched a sixth title in a row and I really want to thank all the team who have worked very hard to make this happen, especially Dani Sordo and Marc Marti who have been fantastic team-mates."

Another record was broken by the winner of the FIA World Touring Car Championship, with the FIA crowning Gabriele Tarquini as the oldest World Champion in the history of motor sport. His victory also helped SEAT to win their second consecutive manufacturers' championship with a three-point margin from BMW.

The night also marked the first appearance at an FIA Gala for the FIA F2 Championship, with champion Andy Soucek collecting his award after an imperious season where he took seven wins and 11 podiums from 16 races. ■

FOUNDING MEMBERS' CUP



A meeting of the FIA Founding Members' Club (FMC) was held in Paris on 21 October 2009 to agree on details of the Founding Members' Club Heritage Cup.

This new award was conceived by the recently-created FIA body to recognize outstanding effort or achievement in an automobile-related capacity from a historical perspective. At the meeting, it was agreed the award categories would not be restrictive, but would be as flexible as possible to include different categories which FMC members might wish to recognise. The Heritage Cup may therefore be awarded for an outstanding event; an exceptional personality, driver or entrant; a superb restoration, a well-known series, collection or museum; extensive automobile archives; or a historically rich circuit or institution.

FMC members will be responsible for selecting award finalists and winners, who will be presented the Founding Members' Club Heritage Cup at the annual FIA Prize Giving Gala.

On the initiative of Philippe de Flers, former President of the Automobile Club de France, the Founding Members' Club was founded shortly after the FIA celebrated its 100-year anniversary. It is comprised of FIA Clubs from the 13 FIA Founding Member countries around the world: Austria, Belgium, Denmark, France, Germany, Great Britain, Italy, Netherlands, Portugal, Russia, Spain, Switzerland, and the United States. ■

CONFERENCE WEEK HEADS TO LAKE COMO



Hosted by the Automobile Club d'Italia (ACI), Conference Week 2010 will take place on the beautiful Lake Como in Italy on May 17 to 21 with the aim of sharing club success stories, learning about the latest developments in club operations and discussing common issues.

ACI President Enrico Gelpi said: "I am pleased and honored to welcome the participants to the FIA Conference Week 2010 in the wonderful scenery of Como and its lake. I hope the places and views I have treasured for a lifetime will leave you with fond memories of a fruitful time, spent in a setting of outstanding natural beauty and in a warm, friendly atmosphere."

This year's theme is 'Travel and Mobility: New Trends in a New World'. FIA clubs are not only facing a new world in the wake of the economic downturn, but also one where the public is demanding a cleaner

and safer environment within which to travel.

Those attending will have numerous opportunities to interact with their colleagues from clubs of all sizes and hear about the threats they are facing, as well as the opportunities they have identified. Participants will come away with new ideas, new contacts, and a reinforced and shared commitment among all FIA clubs.

During the work sessions, participants will share ideas, new concepts and best practices designed to improve and increase their knowledge of FIA public policy goals and business issues common to clubs around the world.

"The event will form the foundation for another important year on the mobility side of the FIA where we will expand upon our campaigns for road safety and the environment, and work towards new programmes for the

benefit of motorists worldwide," said FIA Deputy President Brian Gibbons.

This year's conference programme starts off with a plenary session and meeting of the FIA Foundation Policy Forum on safe and sustainable mobility. The week will feature meetings of the full range of FIA Mobility Commissions, as well as an iRAP Workshop and a Club Correspondents' Meeting.

Club participants will also have an opportunity to hear a presentation on the progress of the Statutes Review Commission. The programme will finish on Friday with a meeting of the World Council for Automobile Mobility and Tourism, the first-ever meeting of this body in conjunction with Conference Week.

Clubs are invited to register early through the online registration system at www.confweek.fia.com and to make presentations at one of the Commission meetings. ■

FIA ENCOURAGES WOMEN IN MOTOR SPORT



DTM driver Susie Stoddart competes at the highest levels of motor sport such against eight time Le Mans winner Tom Kristensen

At the latest World Motor Sport Council meeting held March 11 in Bahrain, the FIA agreed the 19 members of the new FIA Women & Motor Sport Commission, aimed at encouraging more women

to participate in all aspects of motor sport.

Headed by former World Rally star Michèle Mouton, the Commission has been tasked with

four key missions: to create a motor sport culture that facilitates the full participation of women; to create strategies that will promote education and training of women in motorsport; to organise events to allow knowledge sharing on how to increase women's participation, and to collaborate with international organisations on joint sports projects.

One of the Commission's first activities will be a presentation at the Women and Sport Forum to be held in Sydney, Australia in May 2010. This year the Commission will also develop an interactive internet platform designed to facilitate event planning in line with the Commission's objectives.

The 19 members include the Commission President, 10 representatives from National Sporting Authorities (ASNs), a representative of motorised sports from the Fédération Internationale de Motocyclisme, a manufacturers' representative, two teams' representatives, two drivers' representatives, a communications manager, and a commission manager. ■

FIA HOSTS RALLY WORKING GROUP

On February 2, the FIA hosted the first-ever meeting of the new Rally Working Group before starting the official launch of the World Rally Championship 2010 in Paris.

The Rally Working Group was established under the leadership of FIA Deputy President Graham Stoker following the Rally Forum held in Monaco prior to the December World Motor Sport Council meeting. The Rally Forum brings together major stakeholders in rallying including promoters, teams, former and current drivers, and national sporting authorities (ASNs).

The working group has been tasked with bringing rallying back to its 1980s level, by identifying and acting on key areas for improvement. It

was felt the FIA could be more constructive in supporting the World Rally Championship by taking a variety of measures. These include simplifying homologations, reducing fees, minimising unnecessary restrictions to rally organisation, giving organisers the flexibility to promote their rallies, and introducing more endurance and remote servicing.

Major proposals were made for calendar management, which should bring a balance between new and traditional events. The arrangement should clearly reflect that WRC is the top tier event, IRC the second tier, and regional rallies the third tier, while confusing terms such as 'super rally' should be renamed. An open dialogue will take place to examine whether rally and cross-country

events could be coordinated to increase global support.

Discussions were also held on how to increase the number of cars participating in rallies, including issues such as reduced fees for privateers, running national championships as part of rally rounds and encouraging historic rallies to run as part of WRC master or classic series.

It was decided that WRC cars should be unique and exciting to fans, yet they must remain relevant to road cars through the introduction of hybrid technologies and noise control on and off rally stages.

Driver training must be a key factor allowing a clear pathway from 'buggies' for children aged ►



WRC's Sébastien Loeb during the 2010 Rally Mexico

7 to 8, up to affordable junior rally cars, with the ability to secure a drive in the top tiers of rallying supported by ASNs and promoters.

Regarding safety, the tracking system, spectator safety plans, and the FIA Institute's car safety work are vital. As an alternative to the safety

helicopter, Eye in the Sky, it may be realistic to remotely monitor the crews' vital signs in an incident on the stage.

The next steps in the process are to set up a number of sub-groups. The first will report on the future direction of rally cars and hybrid

technology, the second on driver training and a pathway through the sport, and the third on sustainable rallying and links with global mobility.

The next Working Group meeting is due to take place after the World Motor Sport Council meeting in May. ■

FIA PRESIDENT VISITS FIA CLUBS



Meeting with Saudi Motor Sport officials

a number of the FIA's Middle Eastern clubs in Qatar, Saudi Arabia, and Oman. During these visits, Todt was accompanied by Sheikh Abdullah bin Isa Al-Khalifa, Bahrain's FIA World Council member.

In mid-February, Todt made a whistle-stop tour of Asia, passing through Singapore, Malaysia, Thailand and Indonesia. Starting in Singapore, the President met with delegations from the Singapore Motor Sport Association and the Automobile Association of Singapore, and held discussions with various motoring stakeholders on themes such as Singapore's proposed Changi Motor Sport hub projects.

Todt went to Malaysia for meetings with the Minister for Tourism, Ng Yeng Yeng, and Automobile Association of Malaysia President and FIA Senate member, Tunku Mudzaffar. In Thailand, Todt met with Royal Automobile Association of Thailand officials and the Thailand Sport Authority Governor, Kanokphand Chulakasem.

In Indonesia, Todt met with the Minister of Youth and Sports, Andi Alfian Malaranggeng, ►

In keeping with his election pledge to visit as many FIA clubs as possible to better understand their needs, FIA President Jean Todt has visited a number of clubs since his election last October.

Most recently, in early March, as part of the build up to the start of the 2010 Formula One season, Bahrain hosted the World Motor Sport Council meeting, providing an opportunity for the FIA President to visit



Receiving memento from Hong Kong Automobile Association Executive Committee

and the Minister for Transport, Admiral Freddy Numberi. He completed a tour of Sentul International, a circuit built in the mid 1980s that has held four World Superbike events, three Moto GP events and two A1 GP events. The Indonesian visit concluded with Todt's attendance to the Ikatan Motor Indonesia

(IMI) annual awards for Indonesian licence holders, where he was guest of honour and presented the top prize.

In early January, Todt visited clubs in Malaysia, Hong Kong and Macau. During his visits, Todt expressed his inputs about

future motoring developments in China, Hong Kong and Macau, noting that China is a fast-growing country in both mobility and motor sport, with a Formula One Grand Prix in Shanghai, World Touring Car Championship events, and rally involvement.

Following the highly successful Moscow Ministerial in November, Todt returned to the region in December to attend a follow-up of FIA clubs from the Commonwealth of Independent States (CIS) in Minsk, hosted by the Belarus Automobile Club (BKA). The CIS club meeting was an opportunity to reflect on the Moscow Ministerial's success, and an opportunity to present the state of club development in the area.

Many CIS members need assistance with growth as a result of being founded more recently amidst a more competitive environment. The commitment to assist FIA clubs with increasing membership by learning about their needs was one of Todt's key pledges during his campaign for the FIA presidency.



Meeting with young karters at the Sentul International Circuit

MOBILITY FOR ALL ACCESS SUSTAINABILITY SAFETY

FIA BRINGS 'MOBILITY FOR ALL' TO THE EU

The changing demographics of European society represent opportunities and challenges for FIA clubs seeking to meet the goals set out in the FIA's 'Mobility for All' policy paper.

Europe has an increasingly aging population with people living longer and healthier lives. This is leading to a significant increase in the number of senior citizens actively seeking out and enjoying the benefits of personal mobility for leisure and tourism purposes.

Maintaining active and socially integrated lifestyles is dependent on the availability of personal mobility options including walking, biking, public transport and cars. For all FIA mobility clubs, ensuring mobility options adapted to seniors' needs is a vitally important member service.

In consulting with the European Commission about its plans to make 2012 the 'European Year for Active Ageing & Intergenerational Solidarity', the FIA European Bureau has underlined the need for a transport system that is user-friendly in its design and management, with a special focus on seniors' needs. The FIA

recognises that mobility is one of the most important pre-conditions to intergenerational solidarity because it enables ageing citizens to remain independent and active in their local communities.

Many clubs are already identifying and addressing the challenges of old age driving, helping seniors make realistic assessments of their driving abilities and developing member services for those who no longer drive. Conditional and adapted driving licences are being investigated as a bridge between having a full licence and the day when a licence may have to be relinquished.

Any future transport system encompassing all the various transport modes must ensure efficient, safe, user-friendly, door-to-door mobility. An important benefit is that an efficient transport system catered to vulnerable citizens will in fact benefit all citizens.

In comments to the European Commission, the FIA European Bureau listed a number of potential actions to be addressed by the EU such as a better-designed and maintained transport infrastructure, a harmonised

highway code, further development of driver assistance systems, and widespread implementation of life-long driver training and assessment.

In many EU countries, citizens over 65 already enjoy subsidised or free public transport. A scheme targeting disabled drivers is the EU's harmonised disabled parking permit used in all 27 EU member states. As old age is often coupled with frailty, the EU should increase the number of older drivers eligible for this permit. FIA clubs have actively helped to promote this scheme across the EU. The goal is to spread these benefits beyond EU boundaries to facilitate disabled travellers anywhere in Europe.

The FIA European Bureau gives its full support for a European Year that will encourage, promote and facilitate senior citizens' participation in society and maintain their community interaction through personal mobility. The FIA looks forward to continuing its work with the European Commission on addressing the challenges and opportunities of an ageing population, and securing Mobility for All. ■

REGION IV OFFERS MIDDLE MANAGEMENT TRAINING

FIA Region IV hosted a middle management training course on October 13-16 to help club delegates enhance their marketing and leadership skills. The training course is particularly relevant now as clubs learn to deal with the economic downturn.

A total 25 participants from the Automobil Club del Uruguay took part in the course, which stemmed from an agreement between Region IV and the international

certification agency, Bureau Veritas. The seminar was aimed at helping automobile clubs maintain a high level of service quality and enhance professionalism in their activities.

The main objectives for the seminar were to improve marketing capabilities, performance controls and results-oriented leadership by reinforcing brand identification, marketing and leadership

techniques, communication and customer service knowledge.

The programme includes a follow-up during the three months after the course, which entails four 45-minute sessions with two participants selected by each club's management. Once the sessions are complete, each participant will receive an official certificate from Bureau Veritas and FIA Region IV indicating that the programme requirements have been met. ■

CLUB NEWS

MSA RELEASES 2009 REPORT

The UK's Motor Sports Association (MSA) released its annual report outlining its numerous initiatives through 2009 aimed at ensuring the long-term success of UK motor sport by investing money back into the sport.

"The past 12 months have been perhaps the busiest and most productive of any I have witnessed at the Motor Sports Association," said MSA Chief Executive Colin Hilton. "So much has happened that we can look back with great satisfaction at what has been achieved this year."

The MSA's new Whole Sport Development Plan is a significant milestone for the governing body that will be instrumental in assisting efforts to grow the sport, invest in its infrastructure and identify promising talent.

Part of that strategy is the Go Motorsport project which is playing a major role in attracting new people to the sport. The recent recruitment of eight Regional Development Officers allows the motor sport message to be taken directly to people in their locality.

Likewise, the MSA Academy concept put together by MSA Performance Director Robert Reid finally completes the structure that began with the Rally Elite programme four years ago. The MSA Academy provides a clear pathway for competitors from age eight through to world championship level, providing training and development while ensuring their educational needs are met.

The third element of the Whole Sport Plan is investment in infrastructure, whether in people or facilities. In this respect, the MSA was recently awarded substantial funding to run a series of international safety seminars in partnership with the FIA Institute. ■

YAS MARINA MEDICAL FACILITIES DEEMED 'EXCELLENT'



Jenson Button at the Yas Marina circuit

The FIA Medical Commission has deemed medical services offered at Abu Dhabi's Yas Marina circuit as "excellent" following the inaugural Abu Dhabi Formula One Grand Prix held on November 1.

"Every element connected with the Grand Prix – the circuit, the organisation, the administration and now the medical facilities, both on and off track – have drawn high praise from all quarters of the FIA."

The Commission's report noted that the Sheikh Khalifa Hospital is a "high level teaching hospital with direct access by helicopter," while Mafraq is an "excellent hospital, exemplary for severe burn cases," also with direct access by helicopter.

In detailed observations, the two delegates expressed their full satisfaction with the facilities including signposting at the anti-doping control centre, backup electricity supply provisions via batteries and external generators, TV image reception quality from Race Control, Internet, centralised oxygen installation and direct and unimpeded access from the track. ■

ACL HOSTS MOTOR SPORT GALA



Jean Todt addresses the Gala

This year, the Sporting Commission of the Automobile Club of Luxembourg had the honour of welcoming FIA President Jean Todt to the ACL Automobile Gala. The event, eagerly awaited by all involved in motor sport in Luxembourg, is held annually to reward the prize-winners among Luxembourg's licence-holders.

The official ceremony began with an introductory speech by Yves Wagner, president

of the ACL's Sporting Commission. Wagner reviewed the 2009 season, highlighting the various championships. He went on to address some of the problems encountered in the course of the year, and finished by outlining changes to be made and major guidelines to be followed for 2010.

Jean Hoffeld, President of the Automobile Club of Luxembourg, then introduced



Luxembourg's 2009 prize winners with Jean Todt and ACL Members

Jean Todt. After a few words from the FIA President concerning his plans for his new post, Todt praised Luxembourg's efforts and its commitment towards motor sport.

During the ceremony, Karin Schank, representing the Minister for Sport, presented the 2009 and 2008 national trophies. Guy Pauly presented the 2009 'Volants Sportifs,' the category that rewards the best performances by Luxembourg licence-holders. Finally, Jean Todt presented the "Prix Auguste de Tornaco" to Bob Kellen.

In other categories, ACL Karting Merits awards, Slalom championship, Circuit championship, and Hill-Climb championship awards were distributed. In the rally and Rally 200 championships, Aly Kridel presented the cups and trophies to the 17 driver and co-driver winners.

To conclude the presentations, ACL Director Daniele Tesch presented 18 ACL Sport Auto Merits awards. Patrick Weber awarded the prize to the best organising team and Jean Hoffeld the 10 'Jubilée ACL Anciens,' a reproduction of a picture painted specially by Brandy, a famous Luxembourg artist. ■

AA CEYLON CELEBRATES 105TH ANNIVERSARY



AA Ceylon celebrates milestone

The AA Ceylon celebrated its 105th anniversary on November 12, 2009 at its headquarters in Colombo, Sri Lanka. In keeping with Sri Lankan tradition, the occasion was marked by lighting oil lamps, receiving the blessings of Buddhist, Hindu, Muslim and Christian religious leaders and presentation of service awards to staff.

In August 1904, a group of enthusiastic motorists in the Kandy region of Ceylon founded the country's first automobile club. It was officially formed after the first automobile was imported into Ceylon in 1903. The Ceylon Automobile Association itself was created in 1932 after entering into the federation of the Automobile Association of Great Britain.

Becoming a member of the Alliance Internationale de Tourisme (AIT) in 1932 allowed the club to assist its members in obtaining international driving licences, vehicle valuations and carnets permits, allowing vehicles to temporarily be exported from Sri Lanka to other countries. ■

Initially founded with 100 members in 1904, the AA Ceylon currently has 10,000 motoring members. The AA Ceylon is a founding member of the FIA and is currently the only organisation of its kind in Sri Lanka with a mobility programme.

The association has received the distinguished patronage of successive heads of state including Sri Lanka's first Executive President, J.R. Jayewardene.

The association's objectives are to act as the voice of the Sri Lankan motorist. The AA Ceylon offers a 24-hour breakdown service, home start service, technical advice and assistance, free legal defence, discounted special services and towing facilities. ■



IMI President Ari Batubara and Indonesian Minister for Youth and Sports Andi Mallarangeng Present Jean Todt with IMI honorary life membership card

Todt He then spoke about the importance of his visit, to show support for FIA members clubs in Asia, especially in emerging South East Asia.

During his time visiting four South East Asian countries (Singapore, Malaysia, Thailand and Indonesia), Todt had the chance to listen directly to clubs in the region, to find out

about the critical issues they are facing. The visit formed part of the president's commitment to meet as much of the membership as possible to better understand their needs.

Todt had the chance to meet personally with the Indonesian Minister of Youth and Sports, Andi Alfian Malarangend, and the Indonesian

Minister for Transport, Admiral Freddy Numberi.

He also completed a tour of Sentul International, a circuit built in the mid 1980s that has held four World Superbike events, three Moto GP events and two AI GP events. ■

IMI AWARDS



Jean Todt With the Winners of the National Championship

The Ikatan Motor Indonesia (IMI) held its annual awards ceremony for Indonesian licence holders in February, where FIA President Jean Todt attended as guest of honour and presented the top prizes.

During the event, held in Jakarta, Todt was awarded an honorary member status by IMI President Ari Batubara. He was one of two distinguished guests to receive this honour, along with Andi Alfian Malarangend, the Indonesian Minister of Youth and Sports.

During the ceremony, Todt personally handed out the IMI awards to all the top ten recipients, who were each honoured to receive their prizes from the FIA President himself. The winners were IMI licence holders who were national champions of the IMI national championship series in 2009.

"This is a historic moment for the IMI that our annual IMI awards ceremony is attended by the FIA President himself and we hope that it will boost IMI licence holders' motivation to keep aiming for higher success," said IMI President Ari Batubara.

At the ceremony, IMI also presented special recognition awards to nine IMI licence holders who performed extremely well in the international championship events outside Indonesia. In addition, eight companies that were major sponsors of the IMI national champions in 2009 were among the special recognition award recipients.

Todt's attendance at the ceremony was the last official event in his agenda during his visit in Indonesia. He admitted he was impressed by the organisation and professionalism of the event.

"Prestigious and extravagant; IMI should keep the tradition of IMI awards at this calibre," said ▶

JAF TUNE UP MEMBER SERVICES



JAF Members enjoy a classical concert

As an added benefit for its members, the Japanese Automobile Federation (JAF) has started hosting classical music concerts.

The service, called 'Ongaku Biyori' (Good Day with Music), started as a single special event in 2009 to celebrate JAF's

45th anniversary. However, after positive feedback from members, two more have already been held, with several more planned at various locations throughout the year.

At each performance, which is only open to JAF members, over 1,500 people have the opportunity to listen to a top quality orchestra at a popular concert hall for half the price of a normal concert ticket. There is so much demand that tickets are allocated through a lottery system.

JAF remarks that the concerts have been most popular with members over age 60 and with those who have been with the club for over 20 years. The concerts are far more popular in this age group than other events such as the eco and safety fair, cultural courses and other family-oriented events. As a result, the concerts have allowed JAF to establish a stronger link with its mature members, a segment of the membership it was particularly targeting. ■

SULAYEM RECEIVES SHEIKH MOHAMMED AWARD

Sulayem receives Award from Dubai's Crown Prince



Mohammed Ben Sulayem, FIA Vice President and President of the Automobile and Touring Club for UAE (ATCUAE), has been awarded the Mohammed Bin Rashid Al Maktoum Sports Creativity Award in the 'Best UAE Administrator' category.

Bin Rashid Al Maktoum at a ceremony on January 6 attended by Vice President and Prime Minister of UAE and Ruler of Dubai His Highness Sheikh Mohammed Bin Rashid Al Maktoum.

Upon receiving the award, Sulayem said: "The transition from competitor to administrator has been a long and arduous journey, but to have been recognised by His Highness and

be conferred with this prestigious award has made that journey all the more worthwhile."

Sulayem intends to endow the prize-money of AED 100,000 (\$27,000) to Mohammed Al Balooshi, Mubarak Al Ali and Ali Al Qubaisi, three UAE Enduro riders, who had excelled last year by winning most of the overseas competitions in which they competed, including the First Arab Enduro Championship in Cairo in June and the 2009 Eduro Carthage in Tunisia in November.

Sulayem said that he wanted to use the award prize money to encourage budding local talent in motor sport, particularly those who have worked hard and brought laurels to their country while competing overseas.

He said: "They are young and enthusiastic, but above all they have the ambition and will to work very hard. I know what it is to have a dream and the motivation to achieve it."

"This endowment of the prize money I have received is not a donation or a gift, but a way of encouraging and supporting not just Balooshi and his teammates, but also all those young talented Emirati drivers and riders who want to excel!"

Sulayem's prize was one of 19 awarded to a range of sporting personalities in various categories. ■

NEW CLUB DIRECTOR AT ACAR

The Avto-Club Assistance-Rus (ACAR) has welcomed its new Director General, Repka Milan, an economist born in the Czech Republic.

Milan graduated from the Economic Institute in Prague in 1977. He worked as Chief Economist for the District Organisation of Utilities and Repair Housing until 1990. He served as Head of the Economic Division

for the AKKORD partnership in the field of fast food equipment maintenance.

Milan then worked for LLC Amma as Director of advertising network food sales and real estate. He became General Director of Orea, the biggest hotel network in the Czech Republic, and later Chief Economist for Czech Hotel LLC.

In 2000, he began working for CKD Motors as Chief Economist for diesel engine production. In 2003, Milan began working as Chief Economist of roadside assistance services for UAMK in the Czech Republic. He began his newest responsibilities as Director General of Avto-Club Assistance Rus in late 2009. ■

REINSALU ELECTED EARA PRESIDENT



EARA President Margus Reinsalu

Margus Reinsalu, an Estonian entrepreneur and the Moroccan honorary consul in Estonia, has become the President of the Estonian Auto Racing Association.

Reinsalu has a number of automobile related links. He is a member of the exclusive Ferrari Owners Club of Andalucía and the Ascari Race Resort. One of his shareholder companies, Tone

Tea, has concluded an advertising contract with the Spanish GP2 team Racing Engineering to advertise its product, the health and wellness drink Fat Burner.

Testament to his passion is KC Racing, a subsidiary of his investment company KC Grupp launched in 2007. KC Racing is a racing team aimed at offering its clients an opportunity to experience the exciting life of racing and support the young and talented driver Sten Pentus. Reinsalu is also supporting formula pilot Tõnis Kasemets who finished fifth this year in the US Atlantic Championship formula racing series.

Reinsalu supports a number of charities and charity events including the Professional English Footballers Association 100 Years Anniversary Auction for Manchester Children's Hospital and the Estonian Song and Dance Celebration.

Reinsalu has several interests but his greatest passion is cars. His collection consists of more than 10 cars, including the Pagani Zonda, a Rolls Royce Phantom, a Ferrari, Porsches, a Bentley GTC, and a Lamborghini. Besides collecting cars and enjoying motor sports, he likes travelling, reading, fishing, hunting, yachting and aviation. ■

AMSS WELCOMES NEW PRESIDENT



AMSS President Glišo Ćuk

newest President at the AMSS General Assembly held in December 2009.

Ćuk has been working for AMSS since 1974, mainly in developing the organisation and increasing its membership. During his time at AMSS, Ćuk has served as Development Board Secretary of the Touring and Information Service, Secretary of the Tourism and Information Board, and member of the Printing and Publishing Council of the AMSS club magazine, Auto-moto revija.

He was also the organiser and direct executive of prevention and road safety related activities, such as touring rally events for members called 'A friend on the Road' and 'Drina Rally', as well as campaigns such as 'For greater safety of pedestrians and cyclists in traffic'

and 'For greater safety of tractor drivers in traffic'. ■

For many years, Ćuk has been an active marshal at automobile, motorcycle and karting sports events, and is one of the organisers of the Serbia Rally, the oldest and most famous Serbian rally competition, in its 43rd edition this year.

Prior to his election, Ćuk was Director General of the specialised AMSS business unit dealing with printing and publishing activities, where programmes for driving schools and technical inspection units are developed. He has served as editor-in-chief of all AMSS publications on the history of the club and its involvement in automobile sports. He has completed two terms as a member of the AMSS Managing Board. ■

ACI PRESENTS ROAD ACCIDENTS REPORT



ACI President Enrico Gelpi presents the ACI/ISTAT Report to EU Vice President for Transport Policy Antonio Tajani

The ACI/ISTAT survey of 2008 data for road accidents in Italy – an annual thorough analysis jointly carried out by the Automobile Club d'Italia and the Italian National Institute for Statistics – was presented at the ACI headquarters in Rome on November 13, 2009. The relevant media event was an occasion for ACI President Enrico Gelpi to voice a series of ideas about the road accident situation in the country with the highest motorisation rate in Europe.

Despite a decrease of more than 5 per cent (218,963 compared to 230,871 in the previous year), with -4,5 per cent injuries (310,379 compared with 325,850 in 2007) and -8 per cent fatalities in comparison with 2007 (4731 instead of 5131), it is clear that "Goal 2010" is beyond ACI's reach. With a decrease of 33 per cent over the decade 2000-2010, Italy ranks only eleventh among European countries.

Whilst acknowledging the positive impact of the measures approved by the government

and the many awareness campaigns, ACI is aware it has a long road ahead. The data gathered by ACI and ISTAT is a tragic reminder that efforts must continue.

ACI used the publication of this study to stress once again the road safety emergency that needs to be addressed with strength and decision on all fronts starting with driver education and training.

In particular, Gelpi emphasised the importance of young drivers' training for getting their moped permits and driving licences. Gelpi announced that ACI will soon be launching a new, more modern and safety-oriented driving education scheme, designed to build a culture of safety.

Besides this initiative, ACI is advocating a compulsory safe driving course for novice drivers within three years of receiving their driver's licence and for drivers having caused serious road crashes or major traffic violations. ■

Gelpi once again called for the adoption of a European Highway Code in line with the free movement of persons, goods and vehicles, to foster safety through the harmonisation of traffic rules and enforcement practices including transparency of the sanctioning process.

After denouncing the infrastructure gap in comparison with neighbouring countries as an obstacle to reducing fatalities on Italian roads, Gelpi called for strong measures to counter driving distractions – the main cause of road crashes.

This was in line with recent ACI parliamentary hearings advocating a ban against smoking and using mobile phones (including hands-free cell phones) when driving. However unpopular these proposals may be, ACI is strongly supporting them, as they may help to relieve the tragic death toll and the human costs of road accidents. ■

SNOW STRIKES, AA RESPONDS



Another stranded motorist is saved by an AA patrol car

During the record snowfalls that blanketed the UK over the holidays, the AA rescued more than half a million drivers since the snow first arrived on December 17. The AA tended to approximately 544,000 breakdowns – more than double its normal workload – making it the busiest winter ever for breakdowns in the AA's 105-year history.

"Half a million breakdowns in just over four weeks is exceptional and we're still not clear of the unsettled weather," said Steve Dewey, AA road operations director. "It's been consistently busy day-in, day-out for the last month, which is testament to the severity of the conditions that drivers have faced."

In a winter described as the worst in 30 years, the UK saw temperatures plummet, causing roads to grind to a halt, schools to close and planes to be grounded. During this time, the AA saw at least four record-breaking

days. Its record busiest day in 10 years was December 21 with 22,000 breakdowns, only to be broken two weeks later with more than 25,000 breakdowns on January 4.

The busiest overnight period in 25 years occurred on December 21 with more than 1,000 breakdowns, and Christmas Day was the busiest in 20 years with more than 4,000 breakdowns.

motorways or dangerous roads, as well as those alone, elderly or with children. Help was provided in rescuing injured elderly pedestrians and Land Rovers were employed to help hospital staff obtain vital supplies and visit sick patients.

"Due to the massive demand and atrocious conditions, our award-winning service team prioritised those members in dangerous, freezing or vulnerable locations above those safer at home," said AA President Edmund King.

Many staff cancelled their annual leave over Christmas and New Year's to help provide additional service to members. The AA used 4x4s to ferry call centre staff to and from work, while managers were tasked with making sandwiches in call centres where restaurant staff were unable to get in. ■

MOTOR SPORT SUPPORTS MAKE ROADS SAFE



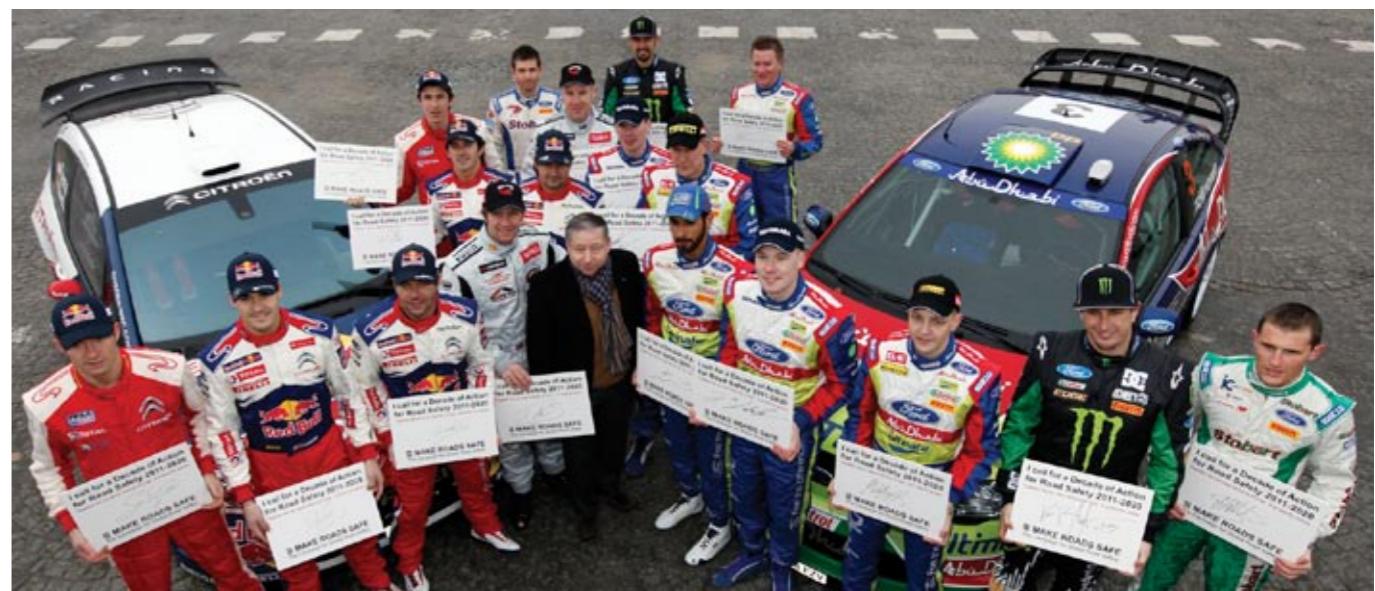
Formula One drivers past a present support Make Roads Safe campaign



Make Roads Safe campaign logo on Michael Schumacher's helmet



Make Roads Safe livery on Renault R30



WRC crews call for Decade of Action for Road Safety



Make Roads Safe livery on Formula One Medical Car



Make Roads Safe livery on WTCC Safety Car

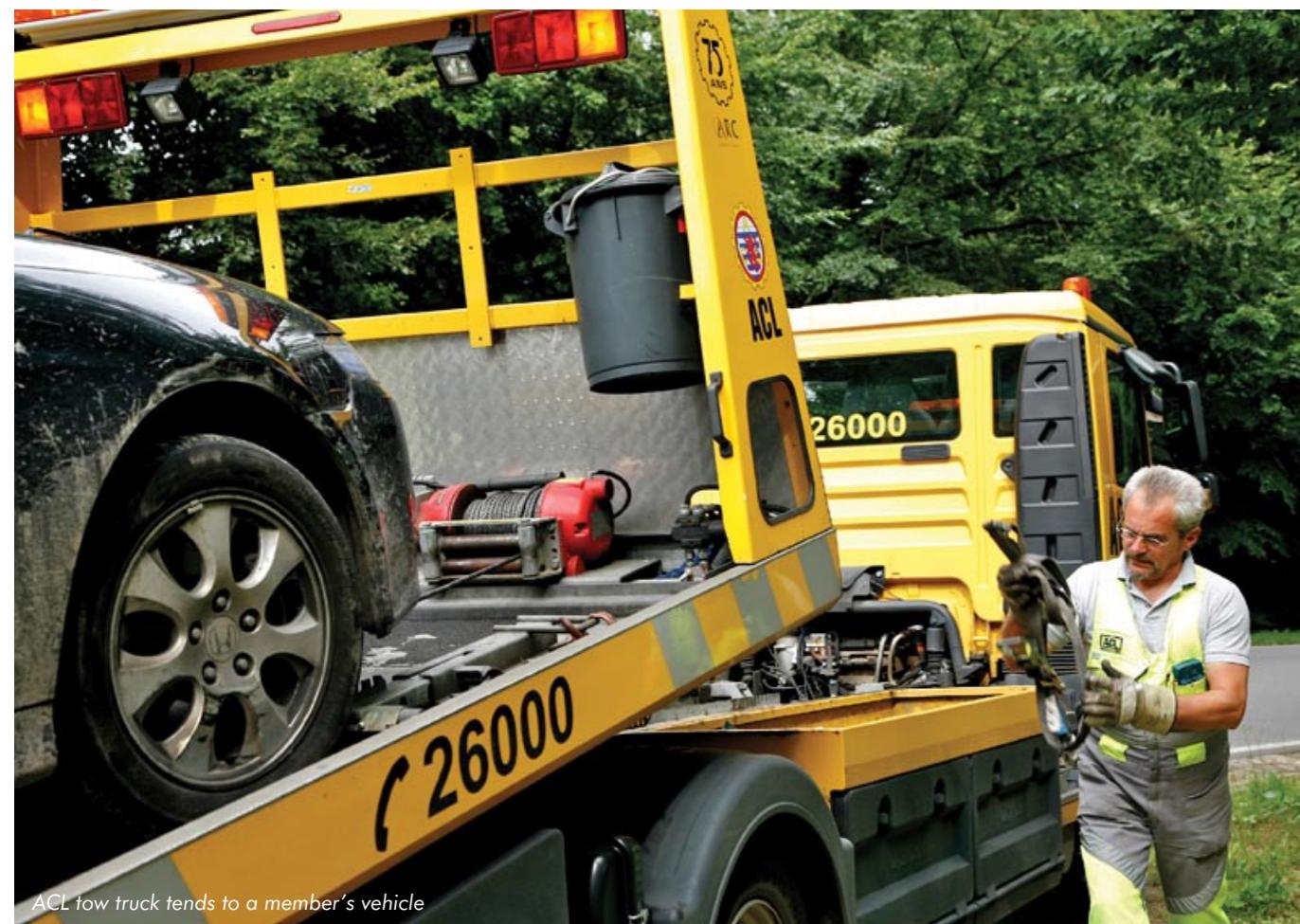


GT1 World Championship drivers call for Decade of Action for Road Safety

FIA CLUB PROFILE: AUTOMOBILE CLUB DE LUXEMBOURG

BIG CLUB IN A SMALL LAND

The ACL has come a long way since it was founded as a Gentleman's Club in the 1930s. ACL Director Daniele Tesch believes the club's success is due to its continuous ability to evolve.



ACL tow truck tends to a member's vehicle

The Automobile Club du Grand-Duché de Luxembourg (ACL) was originally founded in the 1930s by Luxembourg's elite such as lawyers, doctors and those close to the flourishing steel industry.

"The first club activities were related to leisure driving and, of course, motor sport," says ACL Director Daniele Tesch. "Luxembourg had a number of Grand Prix races after the war; the last of these, in 1951, having nearly caused the club to go bankrupt."

Shortly after, the club began to evolve. Society had changed with cars becoming more affordable and motorist consumer needs advancing to the forefront. By taking on the role of defending the motorist, the ACL's membership skyrocketed until it occupied one third of Luxembourg's population.

"We kept our membership fee as low as possible and started offering very useful services such as the 'carnet d'assistance' in the early 1960s and 'homemade' roadside assistance from 1970 onwards," says Tesch. "This is when the ACL literally took off in terms of membership. Having 20,000 members in 1970, the ACL reached 150,000 members 20 years later."

Last year, ACL membership was over 160,000, giving it a rather unique status. Although Luxembourg is a small country geographically, the club is actually one of the biggest in Europe by numbers, and is certainly one of the most successful in terms of percentage of the population.

"The fact that we somehow managed to achieve a certain level gives us an advantage compared to many clubs that struggle for survival. We believe we've identified some of the key elements to achieving a high penetration rate," says Tesch.

These factors are in part due to ACL's work model, which is based on four pillars: motor sport, assistance, tourism, and the defence of member interests.

"Except for sport, which is not a member service and therefore has no strategic value, the other pillars represent the reasons why one becomes member: help for the member in distress, to counsel and supply information in preparation for leisure trips, and to defend the member's interests," says Tesch. ▶



The medieval city of Luxembourg

Defence of the motorist breaks into two parts, namely consumer protection, involving defence from private or public suppliers, and public affairs, involving defence against national or European decision-makers.

Although ACL is clearly a success story, the club is still always looking for new ways to attract new members and retain current ones.

"We want to stimulate membership growth by increased communication efforts and updated offerings. At the same time, what we need is to create a better balance in member acquisition between the assistance pillar and the other two," says Tesch.

In fact, he sees a number of challenges facing the club: "The biggest challenge is to give ourselves the means to adapt to changes to come. Automobile club activity is very complex. By nature, a non-profit organisation is not dynamic in a classic 'business' sense. We talk about values other than those merely expressed in currencies. This is where we are potentially stronger than any commercial competitor."

Tesch also believes the ACL needs to show that it stands for more than automobile mobility, but in fact, for all mobility.

"In mobility clubs, there is a need to widen the scope of offerings beyond the automobile ones. In that sense, paradoxically, our brand name can become a problem," says Tesch.

This is a common problem faced by all, and the ACL is committed to working with other FIA automobile club partners to resolve them. "We are particularly involved with fellow automobile clubs such as ADAC and TCB mainly on technical issues such as IT and roadside assistance. Besides having the pleasure of working together with another club, we acquire the solutions we couldn't develop ourselves and a lot of technical knowledge. On a more international level, the ACL works with the FIA's Brussels office and is present at FIA conference week."

The ACL feels the FIA should continue to improve its platform for exchange of dialogue and best practices between clubs worldwide.

"The key lies in the number of members we can align worldwide. With 110 million registered individuals in all the clubs, we can do a lot more than organise yearly gatherings. I hope that one day we will go beyond those matters that are today preventing us from being more successful on a global and consequently on a local scale." ■

FIA STAFF PROFILE

Gilles Simon - Director of Powertrain and Electronics

FINDING THE RIGHT ENVIRONMENT

A new addition at the FIA, Director of Powertrain and Electronics Gilles Simon will be developing future regulations for FIA championships geared toward a sustainable motor sport strategy.



As the FIA's new Director of Powertrain and Electronics, Gilles Simon's job is to look at the rules and regulations of all FIA championships and develop a strategy for sustainable motor sport that works for all of them.

Simon joined the FIA at the request of newly-elected FIA President Jean Todt. A look at Simon's CV shows the two men have been working together for more than 20 years.

"It began with the Peugeot 905 sports car," says Simon. "Before that, after finishing my PhD, I was working on advanced engine research for Renault road car engines."

The Peugeot V10 engines that he helped design and develop won the Le Mans 24 Hours twice, and finished first-second-third in 1993. After that, Simon followed Todt to Ferrari in 1994, becoming head of engine development in the racing department three years later.

In 2007, Simon replaced Paolo Martinelli as head of racing engines. A year later, he took over the electronics department, overseeing the development of Ferrari's Kinetic Energy Recovery System (KERS). So, when Todt moved to the FIA, he wanted Simon to come with him.

"Jean has the conviction that we need to have sustainability in motor sport and that we must push forward the idea," says Simon. "The primary area where this can be achieved is in the design of powertrains. We believe that we need to work closely with all of the manufacturers to have a sustainable economy, with the right level of investment and return, and a technical direction that is right for their general strategy."

The first step in the process is to engage with automobile manufacturers to discover what they want from motor sport. There is a clear trend in the car industry towards hybrid cars and Simon believes it is important that motor sport addresses and embraces this trend.

He says it makes no sense for manufacturers to compete unless they can build their own engines and chassis. They may accept certain standardised items, but the fundamental elements of the car need to be their own.

There is, however, a perception problem as well. Like all sports, motor sport involves large numbers of people driving to events, adding to the event's carbon footprint. In this respect, motor sport has a unique advantage, having the potential to help solve that problem.

"We need to be realistic. If you have a big gathering of people, you have a problem. But we cannot stop people gathering as that would stop the economy," says Simon. "It's up to the car manufacturers to lower emissions. We can reduce emissions in car racing a little, but we can have a big impact by showcasing ways to reduce CO2 for millions of road cars."

According to Simon, it is also crucial to inform the public about the reality of motor sport's ecological impact.

"Less than one percent of an F1 team's carbon footprint comes from running its racing cars. All the rest is from running the team, and above all, more than 60 per cent of the carbon footprint comes from the electricity they use in their factories and wind tunnels," says Simon.

Some fans fear that hybrid-electric racing cars would spoil the spectacle of motor sport by changing the noise produced by the engines. But Simon believes it simply takes ingenuity to combine sustainable technology with the noise and excitement fans adore.

"The trend towards smaller turbocharged engines in passenger cars is going to make them less noisy. But I am an engineer and I love the noise as it's a main part of the show," says Simon. "I think it would be useful to test a fully electric formula to understand how we can deal with a no-noise engine and to see if there is some route for that. In rallying, for example, you could have silent cars at some phases of the event and noise at others."

The key point for Simon is planning ahead and understanding what the industry wants.

"Ideally, we would like to understand where road cars will be in five to ten years. We would then create regulations for three years from now to anticipate this. This is the most difficult route because we don't want to impose our own views. We need to have a proper view of where the manufacturers will be," says Simon.

"After that, we will do what is logical for the different championships. I think that could actually add to the show because with reduced displacement engines and lower torque, you could use additional electrical torque to differentiate between the cars, while at the same time developing and showcasing hybrid technology and performance that will be used in passenger cars."

The problem is that while manufacturers want to have reasonable budgets in motor sport, it is difficult to avoid costs going up in a technology-based competition.

"There have to be technical regulations to avoid useless costs and I think all the manufacturers understand this," says Simon. "One way to do this is by using longer-lasting components. It is possible to have some common items as well but it is very important that there is clear differentiation between the cars from each manufacturer."

The first step for Simon is to get agreement on the new Formula One rules for 2013, which needs to be done by the end of 2010. At the same time, Simon believes that the sport needs to react before then and change the current rules as well.

"We have to try to push forward with fuel efficiency. If, as an engine engineer, I am given a maximum fuel load, I will try to give the driver the maximum horsepower possible, building the most efficient engine I can. It is a technical competition, and as efficiency is obviously good for road cars, that could be good for them as well. So we want to try to adapt the rules we have in the run-up to the new engine formula." ■

LEADERSHIP LINES

Michele Mouton - President FIA Women & Motor Sport Commission

RALLYING CALL

Michèle Mouton, President of the new FIA Women & Motor Sport Commission, will use all the experience gained from a successful career in rallying to call on more women to participate in motor sport.



Michele Mouton racing an Audi Quattro in 2007

Despite being one of the most successful women in motor sport history, Michèle Mouton never had any intention of becoming a rally driver.

Mouton says: "With the results I had, everybody thought I always wanted to be a rally driver, but in fact it was just opportunity, and it was my father who challenged me to drive. He was the motivation. He was the start of pushing me to do something."

Now, years after her motor sport success, Mouton is set to use her experience and passion for the sport to encourage more women to get involved. Last November, Mouton was appointed President of the new FIA Women & Motor Sport Commission and is set to put her plans in motion this year.

Mouton's journey in motor sport began at age 22 when she was offered the chance to become co-driver for a friend. But after a few months, her father proposed that she get behind the wheel instead, offering to buy her a car and pay for the first year.

"I said, 'Okay, why not?' It was really just opportunity. I understood afterwards that he would have loved to do what I was doing," she says. In 1973, Mouton started her driving career, competing in France's only rally dedicated to women at the time: the Rallye Paris Saint Raphaël Féminin. Soon after, she advanced to the country's most difficult rally event, the Tour de France, where she began competing against both men and women.

Just four years later, Mouton started her professional career with Fiat in France, and in 1980, was asked to drive for Audi in the World Rally Championship, winning her first World Championship event in 1981 in Italy.

"I wanted to push myself. It was my pride and my motivation that made me not want to be far behind the rest. I think that motor sport is more a mental sport than a physical sport. Of course you need talent, but I think very often I pushed myself to the limit because I didn't want to be far behind," she says.

"At the time it was a big step as a driver because if we were able to win once – it was against Ari Vatanen – then we could do it again. It was my motivation because my level was good enough to be able to fight among the best drivers so it gave me more confidence for the next events."

The following year, she secured three more wins in Greece, Portugal and Brazil to become World Championship runner-up just a few points behind the winner.

With over 30 years experience in the sport, Mouton is set for her next challenge – heading the Women & Motor Sport Commission aimed at encouraging more women to follow in her footsteps and aim for the top.

Asked why more women are not participating in motor sport today, Mouton says: "With the proposition of the FIA President to head this Commission, it's a good chance to answer this question. I think it's time for a culture of pushing women to realise that at all levels, they can be participating more."

The Commission is tasked with four key missions: to create a sports culture that facilitates the full participation of women in all aspects of motor sport, to implement strategies to promote education and training of women in motor sport, to organise events to collaborate on women's participation, and to collaborate with international organisations on joint sports projects.

Mouton says a positive aspect of the Commission is the possibility to create a network to facilitate learning about the barriers to women's participation and to find out what is needed to support and encourage their involvement.

"At all levels, we can have more women achieving better results," she says. "There are already women driving in all disciplines, starting from karting to racing, and many women are doing well, but maybe we need more support and encouragement to help them get to the top level!"

The Commission plans to create an interactive internet platform to facilitate event planning in line with these objectives. In its first year, the Commission will take part in the "Women and Sport" World Forum in Sydney, Australia in May 2010 where it will present its work.

Collaborative projects will be carried out with various sporting and non-sporting commissions including National Sporting Authorities (ASNs) to encourage equality across motor sport as a whole. The Commission will also carry out the important role of intervening as a mediator in cases of discrimination.

We're trying to take action to support and encourage women to be present in motor sport," says Mouton. "We're hoping that women will be more active in all levels of the sport as competitors, officials or team managers."

For now, the first goal is to elect nine representatives from across motor sport including manufacturers, drivers, team managers, and ASNs to sit on the Commission. The proposed names will be put to the World Motor Sport Council at its meeting on 11 March in Bahrain.

Since retiring from the sport in 1986, Mouton fulfilled her dream of starting a family and keeps up with her passions for sport and travel. But she has always kept close ties to motor sport, being the co-founder of the Race of Champions and working on its success for more than 20 years. The event gathers world champions from various motor sport disciplines to race against each other on a parallel track in identical cars.

And now she's looking forward to spearheading the Commission's work, anxious to see what progress can be made in the years ahead.

She says: "I am a good example to show that I could compete in this sport with quite good results, so there's no reason anyone else cannot do the same. I am real proof of that." ■

MEMBERSHIP

SPECIAL REPORT MOBILITY

The recent worldwide economic recession has exposed many FIA clubs to new challenges of maintaining membership and attracting new members. This Special Edition focuses on the types of activities and initiatives FIA clubs have undertaken, demonstrating their proactive mentality and ability to adapt. These activities include new and improved products and service offerings for club members, promotions aimed at enticing members to spread the word, and targeted marketing campaigns. In many cases, these innovative ideas have allowed clubs to in fact increase their membership numbers.

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JAF ACHIEVES WIN-WIN-WIN

By Toshiyuki Yabuchi - JAF

JAF has found a 'win-win-win' situation for the club, its agencies and its members through a new admission procedure and corporate membership offer for rental car companies.



The Japan Automobile Federation (JAF) is drawing in new members through strategic initiatives including a highly effective payment system and attractive corporate membership offers.

JAF has targeted agencies for attracting new members as they are one of its main recruitment channels. Recently, JAF introduced a 'Cashless Admission' system, a new payment method aimed at increasing use of credit cards as a way of joining and renewing. This is because payment by credit card and automatic debit for the annual membership fee shows a higher renewal rate than other payment methods.

Normally, when a new member pays their fees by credit card, the agency is required to pay a handling fee to the credit card company. JAF therefore received many requests from the agencies to take over this burden. Through the Cashless Admission system, JAF decided to bear the credit card charge on behalf of agencies.

Through this initiative, JAF still gets the huge advantage of acquiring new members who will most likely have a high renewal rate since they will pay their annual subscription fee automatically each year. This is agreed through a contract between JAF and each new member. ▶

Meanwhile, the agencies get new members without using cash and avoiding the credit card fee. JAF also pays the agencies a higher handling charge for each new member who joins using this method, offering a further incentive for agencies to encourage credit card applications.

New members can avoid bringing cash when they apply at the agency, and they can enjoy a 500 JPY discount off the joining fee, which JAF offers as a privilege for those who choose automatic renewal.

This method therefore provides potential members, agencies and JAF itself with numerous advantages, resulting in a true 'win-win-win' situation.

In December 2009, a total 2,070 new members joined JAF using the Cashless Admission system. From October to December 2009, the total was 3,480. As this number increases, it will prove an important way of retaining JAF's high renewal rate, currently at 91 per cent overall. This is because the renewal rate of automatic-renewal members is 97.4 per cent, while the renewal rate of non-automatic-renewal members is much lower at 79.4 per cent. ▶

JAF's membership can be divided broadly into two categories of membership. The first category includes those where the member is a physical person: individual membership, family membership and junior membership.

The second is corporate membership, where the subject is a legal entity. In this category, JAF has introduced a corporate membership promotion for rental car companies.

The rental car company can add its fleet to the JAF corporate membership programme at a cost of 2,000 JPY per car per year. As the rental car company is an agency of JAF as well, it can even receive a handling charge from JAF by adding its own fleet. As JAF identifies its corporate members by the licence number, everyone who rents the car is able to use JAF's member services including roadside assistance and the discount programme if they show the JAF membership card.

The rental company adds an option for its customers to use the JAF membership card at a reasonable price, such as 500 JPY. This enables the company to offer a new, added-value service to its customers. Meanwhile, the rental company earns the additional profit over its initial corporate membership cost with JAF.

As rental car customers are usually families enjoying sightseeing, it is easy for them to earn back 500 JPY by using discounts at sightseeing spots, and they have peace of mind knowing they can always call JAF's roadside assistance service if the car breaks down.

Through this new initiative, JAF expects to increase its number of corporate members. From the perspective of the rental car companies, it will be easy to earn back their annual JAF membership fee through the increased revenue received from their customers.

Given that the option is priced around 500 JPY, the companies only need four customers per car each year to select this option to earn back the JAF membership fee. Indeed, the option will provide further benefits in enhancing customer satisfaction by offering an impressive service offer and discount programme while travelling in their cars. This initiative is extremely helpful at rental car companies located in sightseeing areas or near popular theme parks where a discount programme for members is available.

Since being launched in April 2009, it is estimated that approximately 1,300 vehicles have been registered as JAF corporate members through this programme. Although the programme is currently being implemented in certain sightseeing areas as a trial, JAF is planning to extend the programme to other sightseeing areas in the near future.

So, once again, JAF has found a 'win-win-win' situation between customers, agencies and JAF itself. ■

STATISTICS OF JAF'S MEMBERSHIP (AS OF THE END OF DECEMBER 2009)

Individual Members	11,717,829
Family Members	4,804,853
Junior Members	2,617
Corporate Members	619,621 (*1)
Total	17,144,920
Renewal rate(*2)	91.0%
Renewal rate of the automatic-renewal members(*2)	97.4%
Renewal rate of the non-automatic-renewal members(*2)	79.4%
Penetration rate of automatic debiting system (*2)	63.6%

*1: Registration of vehicles

*2: Individual Members only

JAF'S MEMBERSHIP FEES (AS OF THE END OF DECEMBER 2009)

Categories	Joining Fee	Membership Fee
Individual Member	2,000JPY(*1)	4,000JPY
Family Member	-	2,000JPY
Junior Member	-	3,000JPY(*2)
Corporate Member		
(Company)	2,000JPY	2,000JPY
(Vehicle)	-	2,000JPY(*3)

*1: The applicants for Individual Members who pay their membership fee in 3-year lump sum get a 1,000 JPY discount from the joining fee. Joining fee is completely free of charge for those who pay their membership fee in 5-year lump sum.

The applicants for Individual Members, who arrange to pay their membership fee from the second year by automatic debiting system, get a 500 JPY discount from the joining fee.

*2: Lump-sum fee for two years

*3: Per one vehicle

MARKETING AN INVALUABLE MEMBERSHIP TOOL

By Rachel Salt - NZAA

NZAA's wide range of targeted and quality membership services are ensuring the club is maintaining and increasing membership despite the economic downturn.

Join the AA
in November for only
\$89 and receive
free
FINELY TUNED

The kiwi sound track to keep you moving this Summer

FEATURING

- Lewis McCallum
- Isaac Aesili
- Sola Rosa
- Julien Dyne
- Fly My Pretties
- Eru Dangerspiel
- Yes King
- Charlie Ash
- Honey Claws
- Yule

Keeping New Zealanders moving

NZAA's Finely Tuned CD has helped attract younger members

While the impact of the economic crisis continued to trouble most organisations through 2009, the New Zealand Automobile Association (NZAA) experienced a record 99,000 new members during the calendar year. This is a significant number for New Zealand, which has a current population of just over 4.3 million people.

NZAA General Manager of Membership and Brand Dougal Swift says that while the increase in new members may be partly due to people adding insurance options during uncertain times, it is also the result of having a quality membership product and a finely-tuned acquisition strategy.

"Essentially, the perceived value of membership must outweigh the subscription cost for both renewing and new members," says Swift. "We focus on enhancing the membership value through the services and benefits we provide. We then use targeted marketing campaigns to highlight the benefits relevant to different groups to drive continued membership growth."

In addition to offering traditional club benefits such as a high standard roadside assistance service, NZAA seeks to continually enhance existing services where there is an identified gap. For example, NZAA is launching a new temporary glass service that roadside assistance officers can provide members on the road if they have a broken side glass.

Apart from roadside assistance, NZAA has focused on delivering value through its successful AA Rewards programme. Members receive points and discounts at a wide range of partners, which are tracked and reported on the membership renewal statement.

Retention has increased since the AA Rewards Benefit Statement was added to the membership renewal in late 2008. In many cases, the value the member receives from AA Rewards far exceeds the cost of membership, creating a compelling incentive for renewal.

Several new partners joined AA Rewards in 2009 including major brands such as Burger King and Sky City Cinemas. Burger King offers NZAA members a 10 per cent discount and Sky City Cinemas offer \$10 movies on Wednesdays, over 33 per cent off the regular movie price.

A focus on upselling members to NZAA's premier membership product, AA Plus, is also proving a success. AA Plus offers benefits such as accommodation and rental car costs should a member break down more than 100 kilometres from home.

The number of members taking up AA Plus Membership has doubled in five years, from 6.8 per cent in 2004 to 13.7 per cent in 2009. This increase is a result of 'top-down selling', staff expertise in explaining the AA Plus benefits to members, and targeted email or direct mail drops to members likely to choose AA Plus.

Over 60 per cent of NZAA's new members come via its 39 AA retail centres throughout New Zealand.

"Well trained, friendly and professional staff are important components to achieving success. Our centre staff, who have the face-to-face contact with customers every day, along with our call centre staff, are extremely knowledgeable about the 76 products we offer," says Swift.

"Our staff have the ability to recognise a potential customer need for a product or service, and they can then effectively demonstrate the benefits and inclusions that a membership or AA Plus membership would provide."

Targeted campaigns to attract younger members have also proved successful. The NZAA's 'Finely Tuned' CDs, first introduced in a 2006 campaign, have proved so popular and successful in attracting new members in the 18 to 40 age group that a fifth CD was launched in a membership campaign last November called 'Finely Tuned

005.' These CDs cost only \$3 each to produce, but significantly boost membership when offered as a tactical campaign in association with the dance music radio station, George FM.

While it is important to attract and recruit new members, it is imperative that current members choose to renew their annual subscription. In 2004, a member discount system was introduced to recognise membership tenure in determining the annual renewal price. Member retention is quite strong at over 90 per cent.

Other successful acquisition campaigns include cross-selling with AA Insurance (of which the NZAA owns 32 per cent) started in 2009. This successful campaign to existing non-member insurance customers allowed them to join NZAA at a lower rate recognising their length of time as an insurance customer.

The NZAA also supplied AA Insurance at a wholesale membership rate for new customers, creating an attractive insurance policy/membership package. These campaigns were in addition to the ongoing discount that NZAA members receive on AA Insurance policies.

The membership team also adopted the "Winback" campaign, which involves contacting members who have been swiping their membership cards to earn AA Rewards points even though their membership subscriptions have lapsed. A call is made to ask each person if they would like to use the value of their AA Rewards points to reinstate their AA membership at a discounted rate.

According to Swift, "The AA brand is one of the most trusted brands in New Zealand. However, we cannot rely on this alone to ensure customers will choose us over our competitors. We are continually ensuring that we stay ahead of the game, offering our members great service and more value than anyone else." ■

ACU RECRUITS AND RETAINS MEMBERS

By Javier Barrutia - ACU

Through the strategic use of marketing techniques, the ACU has managed to achieve significant increases in its membership.



The 19 Capitals Historic Grand Prix event has helped raise the profile of the ACU

The Automobile Club of Uruguay (ACU) grew significantly last year recruiting 3,500 new members representing a 6 per cent growth in total membership. This progress has been achieved as a result of numerous activities not only aimed at recruiting new members but also at retaining old ones.

These measures were supported by the creation of a specialised sales team operated through the ACU. The sales team uses internal and external call centres and a group of dedicated salesmen in order to achieve its goal of increasing membership.

The work started with the ACU's introduction of a new free phone number, '1701,' for people to call to join the club, with all calls being channelled through trained and skilled sales people. This encouraged people to call, because not only

is the call free, but also the number is easy to publicise and easy for people to remember.

Facilitating membership is also supported by a number of activities. The club has held a number of promotional events throughout the year in order to attract new members. These promotions have already proved successful in attracting excitement and interest in joining the club, and encouraging others such as friends and family to join as well.

One such promotion is the 'Friend Promotion.' With this offer, a person who introduces a friend to join the ACU will receive 20 litres of free fuel. Another promotion is called the 'Anniversary Promotion.' During the month of June, people interested in joining can benefit from a discounted rate of 50 per cent off the regular membership price for six months. ▶

For the 'Summer Promotion' during November and December, membership is discounted by 50 per cent for three months and new members are offered a free gift. This year, the gift was a dashboard machine that allows drivers to quickly register their passage through toll gates, saving considerable time and effort.

In addition, the ACU's sales commission has introduced incentive-based awards for the ACU's best salesmen and telemarketers, both as individuals and groups, in order to encourage better performance by sales teams.

The incentives have proven they can drive our high quality sales people to put in even more effort to ensure they are attracting and retaining new members. ▶

Another effort the ACU is making is several initiatives designed to retain current members. As most members of the ACU stay for an average of five years, it is extremely important during this period to create a sense of belonging with the club for the member. This year, the ACU has retained members through a number of projects and activities.

Telemarketers call any member who expresses an intention to leave the club to inquire about their reasons, and if possible, to convince them to stay on as members. Members are reminded that they can take advantage of benefits such as partnerships with major companies so they can enjoy discounts on a variety of products and services.

Any members who have failed to pay their annual subscription fees are contacted by letter, which is then followed up by a phone call from one of the marketing teams.

Payment of fees is encouraged by credit card so that direct debits can be set up, allowing for a simple way of repaying each year and greatly affecting member retention.

The communications of club activities to current members through telemarketing is another key effort by the ACU in order to properly gauge members' levels of satisfaction and areas for possible improvement.

Likewise, new members are presented the full range of activities and the full functioning of the club's various bodies through telemarketing campaigns. This communication to new members is further backed up by welcome packs that are sent out containing various pieces of information

about the ACU. Feedback has shown that these welcome packs are very much appreciated and make new members feel immediately 'part of the club'.

The ACU has also ensured that it is present on major radio stations throughout Uruguay, as radio communications have proved a strong medium for communications not only for members but also to partners.

The ACU promotes its role at a number of major events such as the Grand Prix of Uruguay which organises a historic rally through the 19 Capitals of

Uruguay's Provinces. Further to this, the ACU works closely with the Rotary Club in its social assistance program, Wheels of Solidarity. Thanks to the support of several companies, the programme has donated food, scholarships, medicine and school supplies totalling US \$627,000 to the poorest people in the country, and has also generated significant media attention.

The sum of this work has had a very positive impact for the ACU and its membership as a whole. ■



AMZS AIMS TO REVERSE MEMBERSHIP TREND

In response to a recent decrease in membership, AMZS is using a variety of events and campaign launches to garner public and media attention in hopes of reversing this trend.



Former Slovenian champion athlete Miro Cerar addressed media representatives at a press conference to launch the AMZS Fair Play campaign

Like many organisations, the Automobile Association of Slovenia (AMZS) has been heavily affected by the global economic downturn. Last year was particularly difficult with the club's membership decreasing by 12 per cent to 115,000 by the end of 2009.

In response to this decrease, the AMZS decided to take proactive measures to attract new members and retain current ones. The club took advantage of its 100-year anniversary to stage numerous events to attract media attention about the club, its activities and its benefits for members.

"We decided the best way to respond to the membership challenges was to face them head on, and attract new members through a wide variety of events and campaign launches," said AMZS President Danijel Starman. "I think

these events went a long way in garnering excitement about the club among the public."

AMZS held several events to mark its 100-year anniversary, but the main celebration was

on September 16 at the Grand Hotel Union where the assembled guests had the privilege of listening to a speech by the Slovenian President Danilo Türk. Special awards were presented during the celebration as the event was a perfect opportunity for public acknowledgement of the important contributions of many people to the club over the years.

With EuroRAP, AMZS intends to inform road users of the statistical risk rating of the roads they use; enable contemporary navigation devices to use the data to provide the possibility of choosing the safest route; offer additional information in the form of independent road testing to the planners, design engineers, and administrators of roads, politicians, road users and the general public; and measure how Slovenian roads perform compare to the wider European road network.

The main goal of EuroRAP in Slovenia is a reduction in the number of deaths and serious ▶



Champion athletes join AMZS instructors at the AMZS Safe Driving Centre in Vrasko for the Fair Play campaign launch

injuries occurring on roads through the careful and systematic testing of road hazards and deficiencies.

Also in 2009, AMZS launched a new campaign alongside champion athletes and media personalities to improve road safety by bringing the 'Fair Play' philosophy from sport into everyday travel on roads.

"Athletes should act as role models for others on roads and this is also in their own best interests as it increases their own safety," said Iztok Čop, the Olympic world champion rower and President of the Commission for Champion Athletes within the Olympic Committee of Slovenia.

"That's why it's important that we show patience and drive sensibly as roads are not sports arenas. Roads are not places to compete and test who is prepared to take the greatest risks. Coming to this realisation is not easy, which is why a project such as 'Fair Play in Sport and on Roads – A Formula for Winners' is so important."

The campaign was started by AMZS under the supervision of the Olympic Committee of Slovenia with a view to having the AMZS safe driving instructors take athletes through a practical course at the AMZS Safe Driving Center at Vrasko so they would become

familiar with safe driving practices and the most important factors affecting safe driving.

The campaign launch was attended by representatives of various sports. Along with Iztok Čop, there was parachutist Irena Avbelj, slalom canoer Peter Kavzer, ski jumper Peter Prevc, European handball player Ljudimila Bodnjeva, tobogganer Počehova Domen, sport climber Natalija Gros, swimmer Matjaž Markič, and cross-country skier Saša Farič.

They were joined by former Slovenian champion athletes Miro Cerar, Mima Jaušovec, Andrej Jelenc, and the initiator of the campaign, Stanislav Pinter, the Deputy Ambassador of the Slovenian Institute of Fair Play and Tolerance in Sport.

The campaign launch began at BTC Atlantis Water Park in Ljubljana where the athletes and safe driving instructors took part in competitive social games. Then they all went to the AMZS Safe Driving Center at Vrasko where the athletes' skills were tested behind the wheel.

Not only were they challenged, but with the assistance of AMZS instructors, they also became familiar with a number of physical laws related to driving and improved their driving techniques.

The athletes signed a declaration pledging to respect the ten basic principles to improve

road safety. These principles are: responsible behaviour; tolerance and mutual understanding between road users; respect for road rules; road safety education in families, kindergartens and schools; quick and effective punishment for serious traffic offences; support for the aims and philosophy of Vision Zero; use of seat belts and child restraint systems; use of safety helmets when riding motorcycles and bicycles; use of reflective clothing and accessories by pedestrians and cyclists; no excessive speed and aggressive driving; and no alcohol, drugs and psychoactive substances mixed with driving.

But this was only the first stage of a campaign that envisages sporting associations under various categories organising such events for their athletes in the future. As AMZS is part of the category related to motor sport, it is able to act as an example to others.

Feedback from champion sportspeople, media personalities and the general public on the campaign has been very positive and there has been a rise in the amount of interest shown in the safe driving courses at the AMZS Safe Driving Centre at Vrasko. The AMZS hopes this interest continues through 2010 on the road to reversing the recent membership trend. With more events planned for 2010, AMZS is well on its way to accomplishing its goal. ■

PRODUCTS, SERVICES BOOST ÖAMTC MEMBERSHIP

Austria's ÖAMTC has used new product and service offerings to increase its membership over the past year despite the worldwide economic downturn.



Despite the global economic crisis, the ÖAMTC has managed to increase its membership at a remarkable rate of 2.7 per cent, for a total of over 1,776,000 members.

of the vehicle before the purchase. This new feature was honoured by the American Web Marketing Association with the award 'Non-Profit Standard of Excellence 2009 for Outstanding Achievement in Web Development'.

In addition, demand for ÖAMTC products such as the assistance booklet has increased over the past year. Already, 62 per cent of ÖAMTC's members take advantage of the services provided through the assistance booklet such as breakdown assistance abroad or patient repatriation by jet aircraft.

Direct marketing contributes to increasing awareness of services and benefits that ÖAMTC offers its members, resulting in a high response rate and an increase in membership. Behind the scenes, this shows that ÖAMTC is able to adapt to market changes and continually offers new services.

One of these services is the ÖAMTC purchase check, an Internet tool that helps the member decide on purchasing a used car. A wide range of interesting information is provided and flash animations help identify the technical condition



Communication has been a significant factor contributing to the success in increasing membership. The ÖAMTC has adjusted its media presence in Austria and has put further focus on radio and television commercials. Whereas in the past, television commercials were screened only during peak seasons, this year the ÖAMTC was on TV all year around.

For years, a special focus was placed on children and the younger generation to pique their interest in the club. In 2009, special TV spots were created in cooperation with music channel MTV to strengthen the positive image and to keep up with the digital challenge. A new membership model for the young generation has been developed as of 2011. Children aged 15 to 19 years old of non-club members are now eligible for free child membership.

All of these actions contribute to ÖAMTC's success and the recent increase in membership. The ÖAMTC faces the challenge to keep up this positive trend in 2010 and ensure the club follows up with a parallel increase in member satisfaction. ■

JAA OFFERS MEMBERS VALET SERVICE

JAA's latest service offering is a new valet service geared towards making members' lives easier.



The Jamaica Automobile Association's response technicians (from left): Sydney Wedderburn, Jermaine Blackwood, Richard Hunter, Terrence Stewart, Roger Wilson, Don Waite and Alphonso Gunter

The Jamaica Automobile Association (JAA) recently introduced a new valet service as a member offering to help motorists overcome various logistical headaches.

For example, if a person drives their vehicle to the airport for a trip overseas, a valet will return the member's car to their destination of choice. JAA's valets will drive vehicles to any destination of choice across the island at a basic cost starting at J\$2,500 (US\$30).

"We facilitate transporting your vehicle for repairs or a simple wash," said Duane Ellis, JAA's Operations Manager. "By making a simple phone call to JAA, members can save time lost in queuing to get their motor vehicle fitness certified. We inspect the vehicle to ensure it's in order and then take it for the official test at the examination depot."

"The valet service is part of the peace of mind we offer members," said Emile Spence, Executive at the Jamaica National Building Society in charge of JAA.

In addition to its valet service, JAA also facilitates document renewals for members. The service is free of charge to members, but is available to non-members for a cost of only J\$500 (US\$6). JAA collects the person's documents, takes them to the tax office for renewal and brings them back when the renewal is complete.

The services fit naturally into the overall response services provided by JAA.

"JAA response technicians are competent in operating all standard forms of land transportation including motorcycles, and are qualified automotive technicians. They are located across the island to ensure effective response to roadside assistance calls," said Ellis. "Recently, JAA improved the quality of its response team through certification by the American Automobile Association (AAA) in light duty towing and recovery."

Specialised technicians help guarantee that tow-truck operators uphold best practices when carrying out their duties. JAA will be

able to identify when contractors are using incorrect techniques and guide them so that only the safest practices are employed.

"Membership in the JAA offers many benefits. One can either be a platinum or gold member to access services such as emergency roadside assistance and merchant discounts locally and overseas," said Spence. "Our members can access discounts up to 20 per cent from more than 250 merchants across the island simply by showing their JAA membership card at participating businesses."

When travelling abroad, members are entitled to the same benefits as AAA members such as emergency roadside assistance, road maps and route planning thanks to the strong relationship between JAA and AAA.

"We continue to improve our service, negotiate value-added benefits, and enhance the performance of our team so members can be assured they're getting the best quality products and services from the association," said Spence. ■

GT RACING

SPECIAL REPORT SPORT

The 2010 motor sport season is set to be an exciting time for GT racing with the launch of the new GT1 World Championship. Testament to the success of those involved in GT to deal with issues such as budget and performance control, the GT1 World Championship is set for excitement and success with a full grid of 24 cars. This Special Report focuses on many aspects in the lead-up to the World Championship debut including recent developments, an in-depth explanation of the Balance of Performance approach and an explanation of the GT technical delegate's role.

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INTERVIEW

Peter Wright, President, GT Commission

A FINE BALANCE

As President of the GT Commission, Peter Wright has led the introduction of the Balance of Performance initiative, which has revolutionised the sport.

Despite having spent his entire career in Formula One and having no direct experience in GT racing, Peter Wright was made President of the GT Commission in 2005. But this was no mistake.

At the time, Wright put forward an innovative Balance of Performance proposal for GT racing to the FIA's World Motor Sport Council. The Balance of Performance approach saved the sport when it was on the brink of collapse due to one manufacturer dominating the whole series.

"I came to GT because I proposed the concept of Balance of Performance," says Wright. "The FIA needed someone to help guide the development of regulations on the Balance of Performance path, and as a result I was made the Commission President."

Balance of Performance is an elegant solution to a fundamental problem that affected GT racing. In the past, there was a set of technical regulations that defined cars based on road cars. But as GT racing became more popular, people started to make quasi-road cars optimised for GT racing, with racing features such as large overhangs.

This situation meant that in 1998, the championship was completely dominated by manufacturers such as Mercedes-Benz with the CLK and Porsche with the GT1, forcing smaller teams to leave the championship. It collapsed, only to be slowly rebuilt with private teams in subsequent years.

"GT cars are essentially unmodified road cars that come in all shapes and sizes: front engine, mid-engine, V12s, V10s, V8s, and flat-6s, so this raises a big question: how do you get close and fair racing?" says Wright.

The construction of the Maserati MC12 specifically for the GT championship in 2004 led the World Motor Sport Council to state that it would not be homologated at a GT1 car if it could not be balanced with the other competitors. Thanks to the Balance of Performance system, the MC12 was allowed to compete.

"You can use a number of different methods to balance a car: weight restriction or ballast, power restrictions and aerodynamic restrictions," says Wright. "We managed to balance the MC12 so it could compete fairly with other vehicles such as the Ferrari 550. ▶"

There was a bit of a negotiation, but we did it, and this set the way for GT racing ever since."

Balanced performance has also enabled the creation of GT3 racing, which uses unmodified road cars.

"It has been incredibly successful," says Wright. "Over 20 cars are now homologated, all developments are frozen and you can win in any of them. It's cheap, close, exciting racing – all you have to decide is what car you want to bring to the race."

With GT racing set to take a big step forward in 2010 with the introduction of the GT1 World Championship, this progress is down to the work of Stéphane Ratel, who heads up championship promoter SRO.

"I think Stéphane has done a remarkable job, especially considering the economic climate. He has a 24-car grid with 12 teams and six manufacturers involved. There's a lot of potential; it could be very exciting, and ultimately the cars are fantastic," says Wright.

Apart from the World Championship status, one of the main changes to GT1 this year is the format. With much shorter races, the promoters have set up the championship to be a televised event.

It is something Wright fully backs. "The Commission is not directly involved in these decisions, and we are open to any sensible suggestion in terms of race format. Reducing the time of a GT race will make it more suitable for TV, which is clearly a good thing," he says.

In addition to being President of the GT Commission, Wright is also President of the Safety Commission and the Environmentally Sustainable Motor Sport Commission.

Remarking on sustainability, he notes that reports show legislation is being proposed by the Environmental Protection Agency that could make GT-type cars illegal in the United States as early as 2016. In the short term, legislation is already set to penalise high performance cars based on the amount of CO2 they emit.

"There will be a considerable change in the kind of cars that are deemed acceptable by society in the future, and GTs are likely to be deemed the least acceptable in their current form," he says.

Yet, Wright remains optimistic about the future of GT racing. "It is a formula that is as near as possible to production cars, so we are bound by manufacturers and their products," says Wright. "However, manufacturers will be pushed by legislation to change the nature of their performance cars. When this happens, we'll be ready to adapt the regulations to allow, for example, hybrid GT cars to race".

According to Wright, GT racing is a showcase for manufacturers where cars are real with original engines, and the only changes are linked to Balance of Performance.

"The cars are much nearer to the production road car than touring cars. For GT, the engine is a critical part of identifying the car," says Wright. "I can't really see GT cars using the new global race engine. Forcing a four-cylinder engine on a car designed for a V12 doesn't make any sense."

For Wright, the important element of GT racing is the promotion of the car and that will define its future.

"GT racing is not about development of cars; this would be expensive and counterproductive to the spirit of the sport. We enable reasonably low-cost cars that people want to race, to compete equally together." ■



BRAVE NEW WORLD CHAMPIONSHIP

The FIA's newest world championship, GT1, has roots in a glorious past, but its sights are set firmly on the future.



Stéphane Ratel is in expansive mood – as well he might be. The flamboyant boss and frontman of the former FIA GT championship has just toasted the birth of a new motor sport world championship – and it's one of his own making. That kind of job satisfaction is rare as steak tartare.

"Et voilà," he chuckles as he finishes reeling off the list of competitors and manufacturers he and his team at Stéphane Ratel Organisation (SRO) have pulled together, hand-in-hand with the FIA, to create what promises to be one of the greatest sportscar circuses ever assembled.

"We have four Aston Martins, four Maseratis, four Nissans, four Corvettes, four Lamborghinis and four Fords," he says. "That's six manufacturers and 12 teams, each with two cars and two drivers. For the first time ever we have a truly fantastic product, one that the public can understand and one that can grow and grow."

For any petrol romantic, the prospect of seeing some of the world's most achingly gorgeous sportscar machinery go panel-to-exquisitely-shaped-panel on circuits from Abu Dhabi to Argentina, via South Africa, Brazil and six European stops, is enough to stir the soul and it prompts questions as to why this has never been done before.

The answer, Ratel suggests, is that "someone had to do it" – that someone, of course, being him.

"I had an ambition, a dream I suppose you could say, to create a revival of the kind of GT racing that disappeared in the 1970s with the end of the GT European Championship."

Ratel, an ex-racer, dug into his motor sport 'black book', drew on his experience of running the early-90s Venturi Championship and BPR Global GT Series to establish, in 1997, the FIA GT championship. Almost immediately it tapped into the worldwide popularity of GT racing and the enduring aspirational appeal of classic marques such as Porsche, BMW and Mercedes. In the 13 years that followed, the

series' fortunes ebbed, flowed and ebbed again as manufacturers came and went, but always the vision remained: to create a global GT series for teams that could one day call itself a world championship.

Ratel recalls the sense of elation he felt last August when he managed to reach agreement with all the interested parties to re-invent the FIA GT series as the GT1 World Championship. Before bestowing this considerable honour, however, the FIA had insisted on certain minimum requirements, such as the series having no fewer than 18 cars from at least four brands. The days and hours leading up to the agreement were, says Ratel, "a time of maximum possible stress."

But finally it is here. The FIA's newly appointed Senate President, Nick Craw, who handled negotiations with SRO, declared: "I'm delighted that we have created not just a new global championship for motor sport but also one based on strong economic foundations. The new GT1 cars will embody all of the glamour and excitement of GT racing, while giving a cost-effective formula to the independent teams who wish to compete for a real World Championship title."

And it truly will be a 'world' title. Already, 10 events across four continents are agreed for the debut season.

For those familiar with GT racing, a world championship for such beautiful, evocative cars is a dream come true. For those less intimately acquainted with the unique charm and challenge of endurance racing, it could almost appear that a perfectly-packaged racing series has been plucked from nowhere – the ultimate fix for a Playstation generation raised on the digital delights of Gran Turismo: Lamborghini Murcielago vs Maserati MC12; Aston Martin DB9 vs Corvette Z06; Nissan GT-R vs Ford GT. Petrolheads everywhere should be hitting their rev-limiters with excitement.

But like any 'overnight success' story, the progression of the FIA GT series to giddy world championship heights is anything but. Ratel, by his count, has worked "15

hours a day for 15 years to pursue this dream and now we have a product that is marketable."

What that means is a race-weekend package that will deliver one winner from a two-times one-hour-race format (one 'qualifying', one 'championship'), with GT1 supported at selected events by GT2 and GT3 classes – fully professional teams and drivers at the top; a mixture of pros, semi-pros and gentleman racers on the lower rungs.

Teams co-ordinator Jacquie Groom believes the 2010 offering will be "a much more attractive property" for fans, competitors and TV companies.

"Many aspects have come together to bring the general level up," she says. "The race format is better for television, so there should be a greater general awareness. And where in the past we've had the problem of two or three classes being on the grid at one time and two or three podiums at the end of the race, now there will be just one grid for each category and one winner."

It's not all change however. Series organisers are intent on maintaining the popular 'open paddock' that allows fans to get up close and personal with cars and drivers, while the Balance of Performance system, adopted by FIA GTs in 2006 to ensure close racing, will be maintained. Likewise, the rigorous safety standards enforced at any FIA championship event, will guarantee a GT driver the same level of medical support an F1 star enjoys.

And the championship's blue riband event, the Spa 24 Hours, remains a fixture, with GT2 cars now holding the star role in the 24 Hours of Spa meeting and GT1 cars participating. This maintains GTs' historic link to the epic endurance challenges on which the reputation of the world's most revered marques is founded.

All is set, then, for a memorable GT year – but still Ratel is not satisfied. "Give us two seasons," he concludes, "and by 2012 you will really see what GT1 can achieve." ■

NOT BY ACCIDENT

It's no matter of chance that competitors in all FIA championships enjoy exceptionally high levels of safety. Whether they're F1 stars or amateur GT racers, the story of Christopher Mies' accident last season is testament to this.

Christopher Mies remembers nothing of the accident that in an earlier motor racing age would almost certainly have killed him. He remembers nothing because the Audi R8 LMS he was driving at the Paul Ricard circuit in southern France on Saturday October 3, 2009, was destroyed by the collision.

After hitting the barriers almost head-on at more than 100mph, the car went into a multiple spin, leaving bodywork crushed and torn, the gearbox ripped off and the engine broken: a wreck. Inside the cockpit Mies was shaken around like a baby's rattle, so much so that his helmet cracked against the car's mandatory safety cage.

Mies was knocked unconscious, but in the heart of the car, surrounded by rigorously tested components designed to protect a driver's life in precisely such extreme circumstances as this, he remained almost unharmed. Battered, bruised, in shock and blacked out, but – remarkably – without a single serious injury.

Every one of the safety structures built around him, or strapped onto his fragile human form, had done its job. Mies' helmet

cracked because it was designed to, in order to help dispel the massive energy generated by impact; his Audi's shell and major components separated from the cockpit because, again, in extremis the 'ripping off' helps dissipate otherwise deadly energy. And the inner cage stood up stoutly to the brutally sudden pounding.

"After the impact I remember nothing," says Mies, 20, who nonetheless went on to win last year's FIA GT3 championship with team-mate Christopher Haase. "In fact the first thing I remember was waking up in the medical car, then being naked and cold in the medical centre, wondering where I was. It was quite difficult because the staff were speaking French and we didn't have a common language between us, but quickly they were able to communicate that I was okay."

Mies wasn't alone in having a big shunt that day: unseasonable weather had caused high humidity and triggered a localised cloudburst along the track's main straight. All the cars that day were on slick tyres, so when they hit water at high speed, shortly after exiting turn nine – the corner that leads on to the

straight – turmoil was inevitable. Six cars spun – Mies's Audi most dramatically – and the race had to be red-flagged.

One of those making the call to stop the race was Dr Alain Chantegret, the FIA's GT series medical delegate.

"Initially," he recalls, "we saw a smaller accident at the end of the straight that didn't look very serious. Then moments later, on the screens in front of us in race control, we saw this very, very serious incident. So yes, two accidents at once on different parts of the track. Not a good situation. Fortunately we could see the drivers from the first accident were okay and out of their cars. That made it easy to focus on the bigger incident. And we had no choice but to stop the race."

Although the decision to stop the race affects many aspects of the championship including TV timings, safety is always the number one factor. As Dr Chantegret says, "We have to respect the safety of the drivers."

After an accident on this scale, there was no choice. Mies was trapped inside car number 26 and five other cars were off the track. ▶

With Mies' predicament being played out across the multi-screens of race control, the decision was taken to stop the race immediately.

The rescue team was sent out and reached the accident in under a minute. Five of the drivers were out of their cars, having suffered only minor bruising. Mies, however, was still trapped – and not moving.

"Clearly there was a big problem," says Dr Chantegret. "His steering wheel had been forced back towards him and he couldn't get himself out of the car. It was impossible to remove the steering wheel and the cockpit was very narrow."

In times past, an accident such as this might easily have resulted in a fatality, but safety standards in all FIA championships are now at such a level that even an amateur GT racer can race knowing that should a 'biggie' occur, the medical support on hand will be to the same standard as that enjoyed by a Formula 1 superstar.

An immediate problem faced by Dr Chantegret and his team, however, was their

inability to use the Kendrick Extraction Device – a stabilisation platform whose use is now commonplace among emergency rescue teams. (It prevents additional injury to stricken casualties by stabilising their spine in a neutral position.) The tight dimensions of the Audi, and the extensive damage it had suffered, meant Mies instead had to be removed using only a neck collar.

There was some initial concern as to Mies' condition: he was unconscious and heavily bruised. Although he swiftly came round, Dr Chantegret nonetheless insisted Mies be transferred for X-Rays and overnight observation to Toulon's main hospital.

A night's rest worked wonders on the tough young German, and by Sunday morning he was bursting to race – until he saw the state of his once race-beautiful R8: "Yeah that was quite a moment. The Ricard accident was my first big crash, so... let's say I don't want to do it again in a hurry. The car was really destroyed."

That an accident so severe can be spoken of so lightly is testament to myriad safety developments carried out by motor

manufacturers and the FIA over much of the past decade.

"Ten years ago," notes Dr Chantegret, "there were many fractures from much smaller accidents. Now, in general, the smaller accidents pass without injury and only the really big ones are dramatic. You could say it's all or nothing."

Safety doesn't come cheap and GT series organiser Stéphane Ratel is frequently asked by prospective entrants why the cost of competing in the FIA's top-line GT championship is greater than for championships running similar cars, but with lesser safety provision.

"It is a fair question, of course," he says, "But this championship is very conscious of the need for safety. One of the reasons for it being an FIA championship is that there's full medical back up – a helicopter; extraction and so on. We adopted the HANS device early on and we have always enjoyed the full FIA medical package. We count that as a strength of the series, even if the entry fees are higher. And anyway, how do you put a price on safety?" ■



Christopher Mies in action in the Algarve

AIMING FOR THE TOP

With the new FIA GT1 World Championship on the horizon for 2010, German racer Michael Bartels is aiming to grab his first World Championship title.

The launch of the FIA GT1 World Championship, bringing Grand Touring into the ranks of Formula One, the World Rally Championship and the World Touring Car Championship, marks an important step forward for the world of GT racing.

For many years, GT and sports car racing was split between various competing championships, each with its own rules, making it confusing for all but the super-enthusiasts.

Since the early 1990s, race promoter and former French racer Stéphane Ratel worked to build up GT racing, initially with the BPR Global GT series, created to replace the FIA World Sportscar Championship after it ended in 1992. The BPR series ran from 1994 to 1996, before transforming into the FIA GT Championship in 1997, run by the Stéphane Ratel Organisation (SRO).

Thirteen years later, the FIA has given World Championship status to the series. There will be 10 events, with the teams trekking to Abu Dhabi in the UAE, Durban in South Africa, São Paulo in Brazil, and of course, the traditional European circuits of Spa, Silverstone and the Nürburgring.

The entry will feature vehicles from six different automobile manufacturers, each marque being represented by two, privately owned, two-car teams. This will include the Aston Martin DB9, the Chevrolet Corvette Z06, the Ford GT, the Lamborghini Murcielago R-SV, the Maserati MC12 and the Nissan GT-R.

A major turn in GT racing in recent years has been Vitaphone Racing, a German team started six years ago by Michael Bartels, with sponsorship from the tele-medical services company, Vitaphone. The team, which is based near Frankfurt, has successfully raced with the Maserati MC12 since 2005 (having started with a Saleen), and has won five consecutive FIA GT team titles. Bartels has shared three of the last four drivers' titles with Italian Andrea Bertolini.

Bartels was a German racing star in the mid-1980s. He won the national Formula

Ford championship and climbed the ladder into Formula 3, where he came up against Karl Wendlinger, Heinz-Harald Frentzen and Michael Schumacher. They finished in that order in the German F3 series in 1989, with Bartels coming in fourth.

Bartels ended his single-seater career and turned first to DTM and then to GT racing. With the new series beckoning in 2010, Bartels is aiming to grab his first World Championship title.

"We hope that with the new FIA GT1 World Championship, we can create more interest in GT racing around the world," says Bartels. "In the past, it has often felt like a World Championship, with races in places like China and South America, but now we have the official world championship status. We still need to work to increase the level of the championship, but the new title will create a lot more focus."

The main aim is to have a series that stands out from the rest. Getting the World Championship status from the FIA will be a huge step in achieving that goal, says Bartels. In these harsh economic times, bringing in large amounts of money from new sponsors and partners may not be easy, but Bartels believes that in the mid-term and long-term, the level of professionalism in GT racing will rise and, as a result, support from international sponsors will increase.

"We want to be a championship that worldwide companies will use. We have a strong TV package at the moment, but the promoter is working to bring even more coverage and that will bring a higher value," he says. "It should be that people are able to watch GT racing in every country in the world, so we are spreading the championship to new countries."

There is always a danger that intense manufacturer involvement in any form of racing will create a technical competition that will push up budgets dramatically, but Bartels believes that the structures in place in the new championship will not allow this to happen. ■

"In the past, we've seen a direct impact from manufacturer activities in GT racing when the budgets went higher," says Bartels. "Now there is the possibility to use rules to keep costs under control. There will always be some development, but in the last few years there have not been any really big budgets in GT racing. I think this will be controllable. I think the regulations are good in this respect."

Despite all his success in recent years, both as a driver and as a team owner, Bartels is still hungry for more. He is 41 with the same

drive as his old rival Michael Schumacher, who is coming back to Formula One in 2010. Bartels wants to add a World title to his other GT triumphs and reckons that his motivation is higher than ever.

"When we started the partnership with Maserati in 2005, we didn't think it would be as successful as it has been. This is still a young team, but you cannot rely on your past victories. Every year, there are new challenges to be faced," says Bartels. "Our motivation is still very high.

It is higher because of the new championship status, because there are new manufacturers, new teams and new drivers. The level of the competition is going up so we must be 200 per cent

motivated to keep on writing this success story in the course of 2010." ■





AT THE SAFETY FOREFRONT

As FIA technical delegate for GT, Manuel Leal has been working full throttle preparing all the technical bits of the new GT1 World Championship.

From the time he was a small child peaking out the window to watch cars drive by, Manuel Leal has had an undying passion for all things on four wheels.

"When I was young, we lived in front of a six-lane street, so I would get up on the sofa to look at the cars racing by," says Leal. "I was always interested in cars."

It comes as no surprise that in his adult life, Leal spends his time working in motor sport, where he has most recently become FIA technical delegate for GT racing.

Around age 18, Leal had already begun his studies in mechanical engineering, which he chose because of his love for cars and racing. At the same time, he had the good fortune to meet several racecar drivers who brought him along so he could get his first taste of the sport.

Leal decided to do whatever he could to get to know about the racing community. He wrote articles for motor sport publications, took photographs, tested cars and learned how to drive rallies and circuits. He then became a racing engineer in the Spanish Rally Championship, and soon started teaching others how to race, both at the wheel as drivers and at the pit wall as engineers.

"At the end of the day, I learned how to drive fast, more or less," said Leal. "I was keeping myself busy."

His next move was to the Spanish motor sport federation, Real Federación Española de Automovilismo, which gave him his first experience as an official. He became a technical scrutineer, and shortly after, was appointed technical delegate for the Spanish F3 Championship and the Nissan World Series Light in 2002.

In 2005, Leal attended an FIA technical seminar where he found out they were looking to hire staff in the technical department. Before long, he was starting out as the FIA's GT3 technical delegate in the series' first season.

"It was very useful to have covered so many areas in motor sport before becoming technical delegate," says Leal. "You already have the appreciation for what it's like to be a competitor, and how a team works. I think that's really important before you go to the other side controlling safety and ensuring regulations are being met."

As FIA technical delegate, Leal has been working at GT events for the past four years. But for 2010, his job has heated up with the first-ever GT1 World Championship set to kick off at the Yas Marina Circuit in Abu Dhabi on April 17.

The rules for GT1 cars have changed because the vehicles were too expensive, says Leal. With an already expensive car as a base, highly powerful engines, well-developed aerodynamics and expensive spare parts, the vehicles were getting too costly to race, resulting in some competitors leaving the sport and a lack of brands wishing to homologate their new cars.

"The FIA decided that we could bring down the costs by fine-tuning the regulations to make the cars closer to road cars, within the speed range of GT2 cars, but still remaining faster than GT2," says Leal. "We're not allowing as many modifications as GT1 allowed in the past."

Not only does Leal work on assisting with regulation changes ahead of the season, but he is first and foremost responsible for making sure the rules are properly applied at each event. Along with a small team, Leal will attend ten GT1 world championship events, one GT2 and six GT3 races this year.

Before each race, Leal carries out a number of tasks to ensure every car is eligible for the race, and to ensure the entry list is accurate. For every vehicle competing in the three series, certain aspects need to be checked prior to the race including the aerodynamics, restrictors and weight. His team then checks driver and car safety equipment including helmets, harnesses and

seats to make sure they meet the required specifications.

The distinct feature of the FIA GT Championships is that all the cars are put through a Balance of Performance test, and if necessary, will have various aspects on the vehicles adjusted to bring them all in line so they can compete against each other. This is because GT cars have different mechanical layouts: front engine, mid engine or rear engine. A number of methods are used to adjust performance such as weights, restrictor size and aerodynamic modifications.

After the qualifying round or the race, the scrutineers help Leal carry out any number of additional checks as he sees fit, which may include checking the brakes, suspension or gearbox or even the engine. If it is found that any of the regulations have been breached, Leal writes a report for the race stewards, who decide on a penalty according to the regulations and the facts.

"We apply common sense when we face an issue, and then we pass on our findings to the stewards," says Leal. "Our job is not to get into the penalty discussion process. We simply tell the stewards if something is not in line with the technical regulations."

If he didn't have enough on his plate as technical delegate, Leal holds another position with the FIA simultaneously. In his other role, Leal is in charge of safety homologations for motor racing equipment. He receives applications for homologation of various products such as driver equipment, which are then tested for effectiveness in a laboratory. Leal cross-references with the FIA safety specifications to decide whether or not to approve the product for homologation.

"It's going to be a busy year, but I'm very much looking forward to watching how the new world championship will pan out," says Leal. "At the end of the day, GT races are all about the most beautiful cars and breathtaking racing." ■

FIA FOUNDATION NEWS

FIA FOUNDATION PLAYS MAJOR ROLE IN UN DECISION ON GLOBAL ROAD SAFETY



Michelle Yeoh, Make Roads Safe campaign ambassador, addresses the UN General Assembly

On 2 March, the United Nations acting in the face of a rapidly escalating road safety crisis declared 2011-2020 the Decade of Action for Road Safety, in a landmark victory following years of work by the FIA Foundation and Make Roads Safe campaign.

The proposal for a Decade of Action was first made by the Make Roads Safe campaign, led by the FIA Foundation, which launched an international advocacy effort to win support from UN members, notably leading to the first ever Global Ministerial Conference on Road Safety held in Moscow on 19-20 November 2009. The UN Decade provides

the opportunity for coordinated and sustained road safety programmes to be initiated by international donors working together with national agencies in the countries worst affected by poor road safety.

Welcoming the decision of the UN General Assembly Carlos Macaya, Chairman of the FIA Foundation, and David Ward, Director General of the FIA Foundation, said:

"The FIA Foundation is delighted to see several years of advocacy by a wide range of road safety partners resulting in the approval of a Decade of Action. Since 2002 the FIA

Foundation has contributed in excess of \$27 million to global road safety advocacy, projects and programmes

"The FIA Foundation looks forward to continuing to work collaboratively with our many partners in the road safety community and beyond to contribute towards a successful Decade of Action, resulting in the saving of many lives and the prevention of many injuries."

Since its creation the FIA Foundation has spearheaded the Commission for Global Road Safety and its 2006 and 2009 reports, the Make Roads Safe Campaign, call for a Decade of Action, and produced the 2009 'Turning Point' road safety documentary featuring global campaign ambassador Michelle Yeoh.

The Foundation contributed to a number of projects and programmes. Supporting the development of the UN Road Safety Collaboration and its good practice guidelines, the World Bank's Global Road Safety Facility, the International Road Assessment Programme, and the Global Helmet Vaccine Initiative. The FIA Foundation further supported the World Health Organization's (WHO) Five Year Strategy for Road Traffic Injury Prevention, the 2004 WHO / World Bank 'World Report on Road Traffic Injury Prevention,' the 2004 World Health Day on the theme 'Road Safety is No Accident,' and the 2007 UN Global Road Safety Week on the theme of young road users. ■

"The FIA Foundation is delighted to see several years of advocacy by a wide range of road safety partners resulting in the approval of a Decade of Action. Since 2002 the FIA

HELMET 'VACCINES' FOR MUMBAI CHILDREN



Children in Mumbai show support for the Global Helmet Vaccine Initiative

Mumbai has marked its 2010 Road Safety Week with a call for motorcycle pillion passengers to wear helmets, and the distribution of children's crash helmets by the Global Helmet Vaccine Initiative (GHVI).

Ashok Chavan, Chief Minister of Maharashtra State, which includes India's largest city, Mumbai, distributed the first of 900 crash helmets to be handed out to children during the Road Safety Week at an event organised by the Western India Automobile Association (WIAA) and the Mumbai Police. The helmets were provided by the FIA Foundation, Asia Injury Prevention Foundation and the WIAA as the first Global Helmet Vaccine Initiative collaboration in India.

Chief Minister Chavan welcomed the initiative and was joined by WIAA Executive Chairman Nitin Dossa and the Joint Commissioner of Mumbai Traffic Police, Sanjay Barve, in urging passengers on motorbikes and scooters to wear helmets. The Mumbai police have

reduced motorcycle deaths in the city by more than 100 in each of the past two years by systematically enforcing helmet laws on drivers and raising public awareness. Yet for many in Mumbai and across Maharashtra the motorbike is the family transport, and whole families riding without helmets are a common sight.

Representing the GHVI, Saul Billingsley, Deputy Director of the FIA Foundation, and Greig Craft, President of the AIP Foundation, joined Chief Minister Chavan and other dignitaries at the launch of the Road Safety Week at the Islam Gymkhana, then visited a city school – to which nearly 1000 children travel with a parent every day by motorbike – to hand out helmets and explain the correct fitting and use procedures. They went on to hold discussions with Commissioner Barve and other officials.

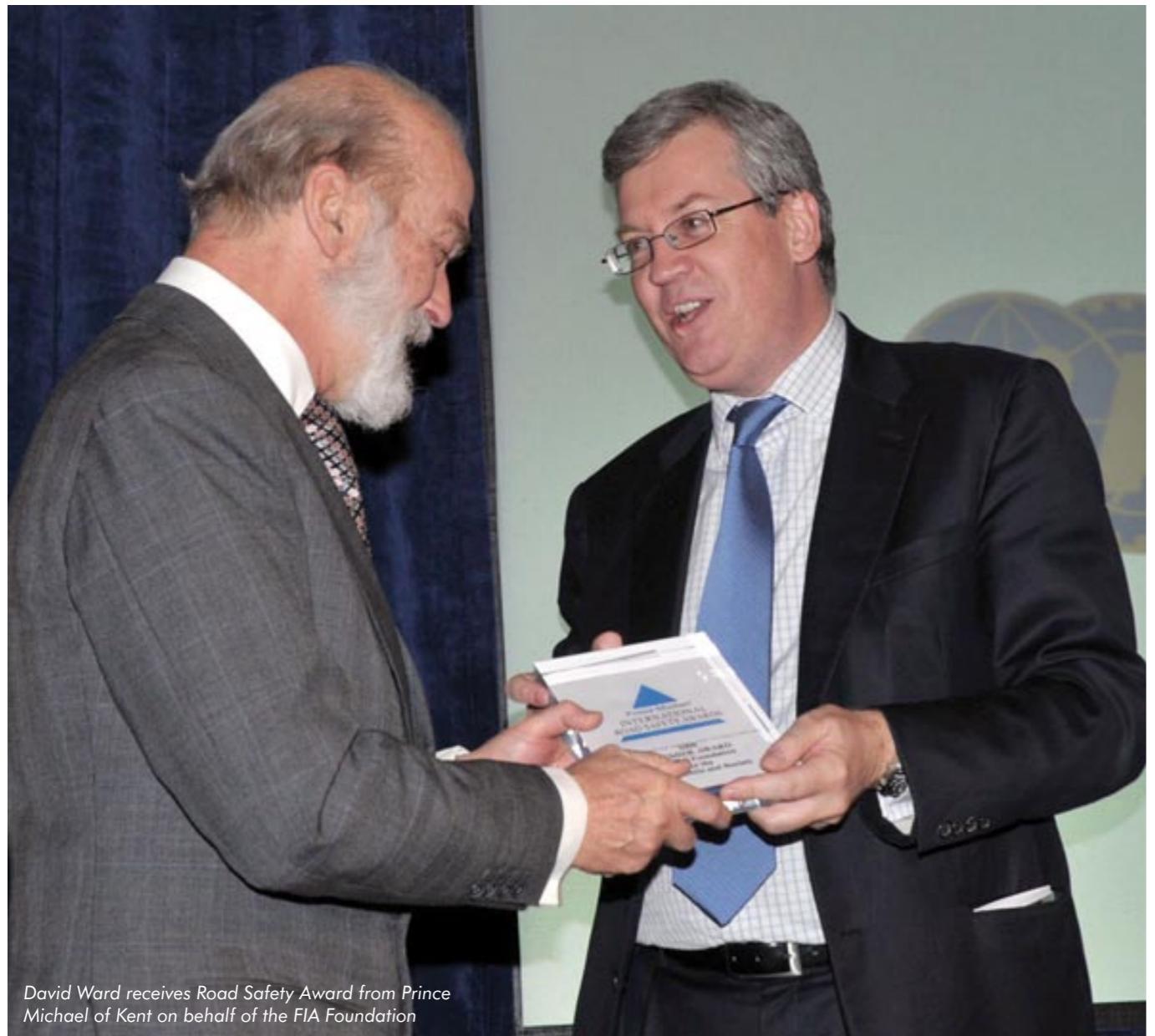
Saul Billingsley said: "This initiative by the Western India Automobile Association is an excellent example of an auto club working with

the authorities to complement enforcement strategies aimed at improving road user behaviour. The Mumbai Police are taking determined action to improve road safety, identifying leading killers such as non-helmet use and drink driving, and combining high profile policing with public education to reduce casualties. Today we have provided the helmet vaccine to hundreds of children. With financial support and political commitment, GHVI can help to inoculate many thousands more."

The Global Helmet Vaccine Initiative has been established by the AIP Foundation, FIA Foundation and the World Bank Global Road Safety Facility with the aim of promoting and establishing sustained helmet campaigns, combining advocacy for legislative change and political action with public awareness and distribution of helmets across the developing world.

For more information see
www.helmetvaccine.org ■

FIA FOUNDATION WINS PRINCE MICHAEL AWARD



The FIA Foundation won the 2009 Premier Award from the Prince Michael International Road Safety Awards, for its advocacy role in promoting global road safety.

The award was presented by HRH Prince Michael of Kent to FIA Foundation Director General David Ward at the award scheme's annual lunch at the Park Lane Hotel, London. In his citation, Prince Michael said:

"The FIA Foundation has focused its energy onto raising the world's awareness of the vast scale of the road safety problem through its

work in influencing governments, through the Commission for Global Road Safety and through its Make Roads Safe Campaign. Without the Foundation we would have never had a Moscow Ministerial Conference and certainly no Decade of Action. The Foundation has achieved an outstanding amount. I am therefore delighted that this year my Premier Award goes to the FIA Foundation".

David Ward commented: "We are delighted and honoured to receive the 2009 Premier Award. This year has been an important turning point for global road safety, with the

historic Moscow Ministerial Conference calling for a Decade of Action for road safety, and Bloomberg Philanthropies becoming the first public health foundation to make a really significant, multi-million dollar investment in road safety. To reach this stage has required a team effort by a large number of organisations and individuals, and the FIA Foundation has been pleased to play its part in this achievement".

For more information on the Prince Michael International Road Safety Awards, please visit www.roadsafetyawards.com ■

'50 BY 50' AT UN CLIMATE TALKS



The UN Climate Change conference in Copenhagen explored ways to achieve cost effective greenhouse gas emissions from transport in a key meeting which aimed to build on the approach taken by the 50 by 50 campaign run by the FIA Foundation.

The International Transport Forum (ITF), which partners the FIA Foundation, the UN Environment Programme and the International Energy Agency in the 50 by 50 campaign, hosted the Copenhagen event on 15 December 2009. Bianca Jagger, Founder and Chair of the Bianca Jagger Human Rights Foundation and Council of Europe Goodwill Ambassador; and Jack Short, Secretary General of the ITF, gave keynote speeches.

Concentrating on cost-effective policy options to substantially reduce transport emissions, an expert panel of high-level speakers from the automotive industry, the UN bodies responsible for international aviation and maritime transport, the International Energy Agency and the transportation research community discussed how, how much and at what cost the transport sector can contribute to ambitious greenhouse gas (GHG) targets.

Sheila Watson, FIA Foundation Director of Environment and Executive Secretary of the 50 by 50 campaign, said: "This high level event

in Copenhagen gives us a crucial opportunity to look at the issue of greenhouse gas emissions from the transport sector. The 50 by 50 Global Fuel Economy Initiative is a key part of this. A move across the global fleet towards far better fuel economy at a scale which is already technically achievable, could save close to half of CO₂ emissions from cars and would make an important contribution. This seminar at the UN climate change summit should take the agenda forward."

Bianca Jagger said that all sectors, particularly transport, have a part to play. "Climate change is no longer just an environmental issue: it touches every part of our lives: peace, security, human rights, poverty, hunger, health, mass migration and economics," she said. "All sectors will have to contribute to a lasting solution – this means that transport will have to significantly de-carbonise itself."

ITF Secretary General Jack Short said: "There are low-cost opportunities for GHG emission reductions in transport and a surprising number of them can actually save money by reducing fuel expenditures. Yet there are very real barriers that prevent these win-win strategies from being implemented – there is a clear role for pro-active policies including standard-setting and carbon-trading in overcoming them". ■

Earlier at the Copenhagen summit, the Major Economies Forum (MEF) a group of 17 developed and developing economies instigated by the US government, had endorsed the '50 by 50' campaign in a new technology action plan for 'advanced vehicles'.

In listing support for the GFEI as the 2nd of its key recommendations, the MEF report said: "The 50 by 50 Global Fuel Economy Initiative being promoted by the IEA and its partners is an example of a mechanism with an ambitious long-term target that could focus discussion on advanced vehicles and fuels within the international community. Such basic coordination helps ensure the health of the international automotive industry, which faces a global market and has important implications for individual economies. Thus, MEF countries may wish to promote or facilitate these exchanges."

MEF is tasked with encouraging the development and deployment of low-carbon and climate-friendly technologies. Alongside the US, the participating governments are Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, South Africa, South Korea, and the UK. The EU Commission, Sweden as EU President, and Denmark as host of the UN climate change summit are also participating.

The 50 by 50 campaign was praised by the MEF in its report which said it could "establish an ambitious overall goal for MEF countries." Key recommendations from the GFEI were endorsed by the MEF. "Achieving ambitious, yet realistic, fuel economy targets is especially important in developing countries, since most new vehicles in the world will be bought and operated in these countries by 2050," said the report. Overall, the MEF said that fuel economy improvements outlined by the 50 by 50 campaign are likely to result in at least a stabilisation of CO₂ emissions from the global car fleet.

The advanced vehicles document is part of a suite of plans which lay out options for ambitious government action on 10 key clean energy technologies. The other areas include bio-energy; building sector energy efficiency; carbon capture, use and storage; high-efficiency, low-emissions coal technologies; industrial energy efficiency; marine energy; smart grids; solar energy; and wind energy. ■

FIA FOUNDATION SIGNS UP TO E-SAFETY ALLIANCE



Jacob Bangsgaard signs the MoU on behalf of the FIA Foundation

The FIA Foundation and ITS China signed a Memorandum of Understanding during the 5th China Annual Conference and Exhibition on ITS December 11-13, 2009 in Shenzhen, China.

The conference attracted more than 200 automotive experts including the FIA Foundation, which was present with a stand at the parallel running exhibition in cooperation with eSafetyAware, Bosch and Continental. In addition, Bosch and Continental provided cars for an outdoor ESC demonstration, which ran over the three days, where participants could experience a double lane change test with and without ESC activated.

The Chinese Choose ESC campaign was launched by the Chinese Ministry of Transport, FASC, ITS China, the FIA Foundation and eSafetyAware in Beijing in April 2009, aiming to raise awareness of life saving vehicle technologies like ESC towards Chinese consumers and authorities. The ESC installation rate for China is only around 10 per cent which is half of the rate for Korea and five times less than in Europe. Increasing the deployment of ESC could save many lives in a country where more than 100,000 people die on the roads each year.

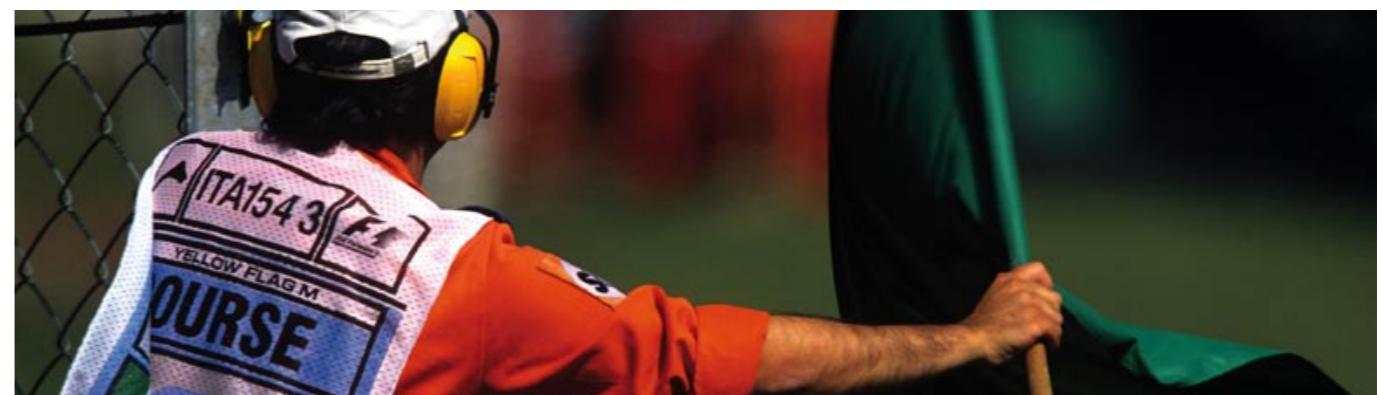
The FIA Foundation stand at the exhibition made use of a new ESC simulator from

Bosch showing the benefits of ESC and ABS. This simulator has been produced for markets where the ABS installation rates are still low.

Jacob Bangsgaard, Director of International Relations for the FIA Foundation, presented the progress of global eSafety deployment at the conference, and at the end of the conference signed the Memorandum of Understanding between ITS China and the FIA Foundation to further boost the deployment support for eSafety on the Chinese market. More activities will be launched in the near future to raise awareness of eSafety benefits. ■

FIA INSTITUTE NEWS

CLUBS RECEIVE SAFETY FUNDING



Funding through the Motor Sport Safety Development Fund has been approved for 64 motor sport safety and sustainability related projects from national sporting authorities (ASNs) around the world. Over €5 million in grants will be distributed to help fund these projects in 2010.

National sporting authorities submitted funding applications under each of the three safety programme categories relating to young drivers, officials and facilities. Funding applications were required to meet a range of criteria and in particular needed to demonstrate an alignment to the FIA Institute's recently published best practice frameworks. The FIA Institute received 102 applications from 54 different countries, representing a 65 per cent increase over last year.

For the approved projects, the scope of activities ranges from training of officials in emerging markets in Africa and Asia to educating young drivers on safety matters in

Europe and determining the economic and environmental sustainability of new motor sport facilities in South America. Projects cover all continents, with a large number of first-time recipients including Ireland, Finland, Spain, Poland, Russia, Brazil, Nicaragua, Uruguay, Syria, Tanzania, Namibia, New Zealand, India, Pakistan and Sri Lanka.

The FIA Institute is very pleased to take a leading role with the development of programmes that are starting to have a significant impact on the world of motor sport," said FIA Institute President Sid Watkins.

"We expect these programmes will have a lasting impact and will help to positively shape the landscape of motor sport safety and sustainability around the globe."

The Fund also agreed to a number of important policy changes aimed at supporting ASNs in the developing world.

"For countries classified as having middle or low income per capita, funding relief will

be provided by way of a reduction in the percentage of ASN contribution required for a given project," said Quentin Crombie, FIA Institute Head of Educational and Excellence Programmes.

The Fund also agreed to limit the number of applications from a single ASN in any given year to a maximum of three. In conjunction with this policy change, it was agreed to impose a financial cap.

In addition, the FIA Institute will be offering a range of new services in 2010 to help ASNs with their funding applications. This will include an enhanced online system for managing applications, as well as training and coaching, particularly for those ASNs that had applications rejected in 2009.

Further information regarding these policy changes and enhanced services will become available in the coming months. Funding applications for 2010 will open at the end of August. ■

REGIONAL TRAINING PROVIDERS TO BEGIN WORK IN 2010

The first two ASNs to become accredited with Regional Training Provider status are the UK Motor Sports Association (MSA) and the Confederation of Australian Motor Sport (CAMS).

The qualification is part of the FIA Institute's accreditation scheme, and reflects the national sporting authority's (ASN's) strong alignment to the Best Practice Framework, and have the capabilities to help other ASNs. This initiative forms the cornerstone of the FIA Institute's education strategy," says Quentin Crombie, FIA Institute Head of Education and Excellence Programmes.

Both the MSA and CAMS recognise the significance of this appointment and are embracing the challenge ahead of them.

"This is an extremely important initiative, and we commend the FIA Institute for its work in this area," says Colin Hilton, MSA Chief Executive Officer. "We also recognise the significant responsibility that comes with helping other ASNs and we are committed to carrying out this work in line with the FIA Institute's framework."

Graham Fountain, CAMS' Chief Executive Officer says: "We are thrilled to be appointed an FIA Institute Regional Training Provider, and we are looking forward to the possibility of working with a number of ASNs in the Asia-Pacific region in 2010 in this capacity."

The MSA and CAMS were the first ASNs to apply for gold level accreditation, and as part of their applications, they were able to demonstrate alignment with approximately 90 per cent of the gold-level benchmarks from the Framework.

The Best Practice Framework for the Officials Safety Training Programme was released in May 2009 following an

extensive development process. The accreditation scheme was launched shortly after, including a set of clearly defined accreditation guidelines.

with an FIA Institute Regional Training Provider in 2010.

"Ultimately, these ASNs need to be given the opportunity to become self sufficient and it is organisations like the MSA and CAMS that can help them achieve this," says Crombie.

The long-term goal for the FIA Institute is to have at least one Regional Training Provider per geographical area to take a leadership role and assist other ASNs. Although these Regional Training Providers will be free to operate outside their area, they will be encouraged to give priority to ASNs within their own region.

"It is fantastic to see ASNs like the MSA and CAMS embrace this extremely important initiative. We already have a number of other ASNs seeking accreditation against the framework, some of which will go on to become Regional Training Providers in the future," says Crombie.

In further support of this, a recent survey conducted by the FIA Institute in relation to the Officials Safety Training Programme, 90% of relevant respondents indicated they were intending to submit an accreditation application in order to seek the appropriate grading of gold, silver or bronze.

"Now that there is a commitment from the Fund to support activities between ASNs, we expect that the number of collaborative projects will steadily rise, particularly as more Regional Training Providers come on board," says Crombie.

"The data from the survey recently conducted supports this, with all 40 relevant respondents indicating that going forward, they would seek to work with an approved Regional Training Provider if the appropriate financial support was provided by the Fund."



FIA INSTITUTE UPGRADES KARTING BARRIERS

The FIA Institute is conducting research to develop a new specification for barriers for international CIK-FIA karting events.

A preliminary study has been completed involving tests to the current FIM standard with barriers used by the CIK. Based on the test results, the FIA Institute proposes that the CIK should have its own specific standard for international events. However, the opportunity to create a single standard appropriate for international, national and leisure events will be sought.

"If we could find one solution that could be applicable to all three areas, that would be desirable," said Andy Mellor, FIA Institute Head of Technical Affairs. "Therefore we will be focusing on compatibility and convergence of technologies."



Two predominant scenarios were investigated during testing. The first examined the impact when a kart hits a barrier at a shallow angle along a straight track. The second scenario involves the kart hitting the barrier on a corner at a more normal angle.

"These are two very different accident configurations," said Mellor. "We're hoping to find one barrier solution that deals with both scenarios."

The first testing phase was conducted in mid-January at Idiada testing centre near Barcelona. It has been proposed to carry out the next phase of testing at the Paul Ricard High Tech Test Track in Le Castellet, France. At the same time, testing will likely begin on kart run-off areas, a second component to the research project. ■

WORLD ACCIDENT DATABASE



A World Accident Database is being developed as a joint venture between the FIA and FIA Institute, NASCAR and, the Indy Racing League for combining and sharing motor sport crash information.

The database will operate within a Cooperative Research and Development Agreement managed by the United States Air Force.

A new framework is being created specifically for holding motor sport crash data, which will include photos, videos, accident data recorder (ADR) information, accident descriptions and injury descriptions. The database will be fully searchable.

"The FIA manages a database in Geneva where the FIA Institute currently stores its crash data," said FIA Institute Head of Technical Affairs Andy Mellor. "Through this project, we plan to incorporate our information into the World Accident Database whilst keeping original data in Geneva."

It is hoped that much of the information in World Accident Database will be shared between the contributing organisations as well as other parties such as universities searching for biomechanical data. The FIA and FIA Institute will, however, have control over what information is shared, and with whom.

Further discussions are expected to take place in the coming months with hopes that the database could go live in 2010. ■

V8 SUPERCARS CRASH TEST

The FIA Institute is working with the Australian V8 Supercars series to further improve safety in the championship with full-scale crash tests for all competing cars and Accident Data Recorders (ADR) in the vehicles.

"V8 will be racing in Abu Dhabi and Bahrain in February, so we are planning on meeting their personnel to review the ADR programme, which has been in place for a year, and plan out the crash test programme," said Andy Mellor, FIA Institute Head of Technical Affairs.

ADR is an invaluable tool for collecting information during an accident that can lead to important safety improvements. The FIA Institute ADR programme allows smaller championships to benefit from the technology.

The crashworthiness test programme will be implemented involving a full-scale V8 test car prepared by the Australian Institute for Motor Sport Safety that will be run into a load cell wall to measure impact forces and stress distribution. ■

GT GETS ACCIDENT DATA RECORDERS

The FIA, FIA Institute and SRO Motorsports Group have reached agreement for the GT1, GT2 and GT3 series to have Accident Data Recorders (ADR) installed on competing vehicles, with all hardware set to be installed in time for their first races of the 2010 season.

The information will feed into the Geneva database, where all accident data gathered through the FIA Institute ADR programme is stored.

ADRs have been used in top-level championships such as F1 and WRC for several years to collect information during an accident. The FIA Institute ADR programme is aimed at helping more championships access these benefits where cost may be an issue.

Since the FIA Institute can analyse and house the collected data itself, the championships do not require staff to manage their own ADR programme. So far, the World Touring Car Championship, V8 Supercars and GT have joined the programme. ■

OFFICIALS SAFETY TRAINING PROGRAMME SURVEY

The FIA Institute recently conducted a survey as part of the Officials Safety Training Programme, one of three funding programmes that form the Motor Sport Safety Development Fund. The purpose of the survey was to gather information regarding the training and development of motor sport officials to help the FIA Institute better assist national sporting authorities (ASNs) with these activities.

Surveys were sent to all 127 ASNs and the FIA Institute received 42 responses (approximately 33 per cent). A great deal of valuable information was obtained, helping the FIA Institute to fine-tune its strategy and enhance the officials-training services being provided.

"Some of the more significant information gathered relates to officials' training and development issues faced by ASNs. Approximately 80 per cent of respondents indicated they did not have sufficient access to funding to carry out training activities, and 67 per cent indicated they did not have sufficient access to quality training materials," said Quentin Crombie, FIA Institute Head of Educational and Excellence Programmes. "Unsurprisingly, all relevant respondents



indicated that going forward, they would seek to work with an FIA Institute approved regional training provider if the appropriate financial support was provided by the Fund."

With regards to the FIA Institute's accreditation scheme, approximately 90 per cent of respondents indicated they were intending

to submit an accreditation application to seek the appropriate grading of gold, silver or bronze.

Further information regarding the survey results will be provided in the coming months, with a full report to be made available to FIA Institute members. ■

APRIL

- 12-16 International Club Conference
Dubai, United Arab Emirates
- 14 FIA Eurocouncil
Dubai, United Arab Emirates
- 15 FIA Region I Plenary Assembly
Dubai, United Arab Emirates
- 27 eSafety Aware General Assembly
Paris, France



MAY

- 3 Historic Motor Sport Commission
Monaco
- 4 GT Commission
Paris, France
- 5 Environmentally Sustainable Motor Sport Commission
Paris, France
- 17-21 FIA Conference Week
Como, Italy
- 21 World Council for Automobile Mobility and Tourism
Como, Italy



For a full list of FIA Meetings please visit www.fiakc.com



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