



LONDON
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AUTO+ CONFERENCE

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VOICES FOR CHANGE

President Jean Todt says FIA clubs have a 'voice like no other' in battle for road safety as he opens FIA Mobility Conference 2015

OPENING SESSION

President Todt praises FIA clubs as leading road safety campaigners

FIA President Jean Todt today opened the 23rd FIA Mobility Conference by saying that the Federation's global alliance of almost 250 motoring clubs constitutes a uniquely powerful force for the advancement of road safety.

After thanking EuroRap and iRap Chairman John Dawson, who welcomed delegates to London, as well as event co-hosts, the Automobile Association UK, the Camping and Caravanning Club, the Caravan Club, the Institute of Advanced Motorists, the Royal Automobile Club, the Road Safety Foundation, and the FIA Foundation, President Todt told delegates that the Federation's membership represent a potent lobby group.

"I am proud to say that the FIA and its clubs are now firmly established as leading campaigners in the fight for road safety, together with the FIA Foundation," he said. "My appointment as the UN Secretary General's Special Envoy for Road Safety earlier this year was a recognition of this fact.

"With a constituency of more than 80 million members, when we speak as one, we have a voice like no other in the road safety community."

The FIA President continued by saying that as the midpoint of the United Nation's Decade of Action for Road Safety is reached, it is now more important than ever that the voice of clubs is heard at the highest levels.

"We are in a critical year," he said. "FIA Clubs were among the key campaigners for the launch of the Decade in Moscow and have been among its strongest supporters ever since. As was the case [at the first such meeting] in Moscow six years ago, a large representation from the FIA will be present in Brasilia in November for the Second Global High-Level Conference on Road Safety. We need to make sure our voice is heard again."

The FIA President then spoke about the theme of this year's conference, 'Keep Calm and Stay Connected', saying that communication among clubs should form a key element of strategies to deal with the challenges facing clubs.

"Stronger collaboration between our clubs is essential in an increasingly connected environment where we face competitors with global scale and those using disruptive technologies to create new business opportunities," he said.

Expanding on the theme, FIA Deputy President for Automobile Mobility and Tourism, Brian Gibbons added: "While it is felt that fully autonomous vehicles will not hit our roads for a decade it is already creating new levels of consumer concerns around how this will affect motorists. This is where our clubs can step up to the plate and play a new role in the protection of the motorists' interests."



The opening session in the Gladstone Library of One Whitehall Place. Below (clockwise from left): delegates enjoy the session, Brian Gibbons, Pirelli's Guido Maestri and John Dawson.





THE FIA AND CELEBRATED FILMMAKER LUC BESSON JOIN FORCES TO SAVE CHILDREN'S LIVES ON WORLD'S ROADS

The participation of FIA Clubs' in the UN Decade of Action for Road Safety's #SaveKidsLives campaign alongside the FIA Foundation and leading road safety bodies, led to almost 1 million signatures being collected for the Child Declaration for Road Safety.

To help reach that target, the FIA has, supported by the FIA Foundation, produced a short film with the help of renowned filmmaker Luc Besson, the man behind award-winning movies such as *Subway*, *Nikita*, *The Lady* and the *Taken* series.

Shot on location in South Africa and Paris, Besson's short film, his first for a humanitarian campaign, shows the dangers faced every day by children on

their journey to school, whether caused by a lack of safe infrastructure in the townships of South Africa or by the heavy traffic of a major European city.

The film, entitled *Save Kids Lives*, is a shocking wake-up call that delivers a potent visual message highlighting the road safety issues affecting children globally.

Available in seven languages (English, French, Spanish, Russian, Chinese, Arabic and Portuguese), the film will be released shortly. FIA Clubs will have the possibility to use it as a promotional tool to help bring the road safety message to the widest audience possible.

CONFERENCE Q&A

DAVID ROWAN

The Editor-in-chief of WIRED magazine, day one's keynote speaker, outlines why clubs must begin to think like start-up companies

Q Your position as Editor-in-chief of WIRED is about being at the cutting edge of technology, so how do you feel about the future of the automobile?

A It's an exciting moment of transition but also of opportunity. There are some unstoppable trends that are rising very fast, on an exponential curve. The move towards autonomous vehicles is accelerating, partly because it's going to save a lot of lives. The artificial intelligence that is being embedded in transportation is going to make things easier. We are in a networked world, with sensors feeding back data, which is going to mean your journeys are going to become more efficient.

So the rules are changing, but I think for a successful CEO of an established company, as long as you are willing to challenge your own thinking, your own business model, your own view of where the value lies inside your business, you will be fine. I worry about those that think we've had a very nice profit line for the last 20 or 30 quarters, nothing is going to change and we can let this one pass. That is a very risky strategy.

Q That shift towards a very digital automotive future will clearly have an impact on motoring businesses such as automobile clubs. How best can they position themselves to deal with it and to profit from it?

A I think you have to work out where you are in the value chain and how you cannot be commoditised. If you run a fleet of supermarket delivery trucks you may have to start thinking 'if there are lots of autonomous trucks in the future and it's safer and maybe even lower priced, where does that leave me?'

If you are a taxi service, where can



you add value? Uber is now offering all sorts of additional services delivering food, supermarket good, because it has that supply chain locked down. Amazon is suffering because one of its biggest costs is delivery, so it is having to look at, not just drones, but paying individuals to deliver to another individual. We still have problems getting physical products from place to place but there are going to be clever new ways of using real time data, showing where there is supply and matching that to demand.

Another area that is changing is our idea of ownership. If I'm used to accessing a car club for a day or a few hours, I'm increasingly going to start thinking 'do I need to own a car – this huge sunk cost, this car that is outside my house doing nothing for 96 per cent of the time?'

Q Are car clubs a space motoring organisations can occupy? Is their position as traditional service providers and the loyalty that goes with an asset they can exploit?

A Of course. In a commoditised internet world, real value comes in trust and confidence in a company's ability to deliver on its promise and I think if you

are one of the members of the Federation you probably have a lot of brand equity in your reputation. As long as you're prepared to challenge what your business is there is no reason why you shouldn't take a prime role in the new world.

The challenge is that a lot of start-ups come along with very few fixed costs, with very few ways of fixed thinking, and they can make decisions very quickly and they can iterate. If something isn't working they move quickly and change. It's much harder if you are an existing company with shareholders. You have to pray that your board is going to be willing for you to tear up the existing business model.

Q If you could give one piece of advice to clubs that are dealing with the technological changes taking place in the world of mobility what would it be?

A Stay curious and meet people from the start-up world and understand how they are thinking and force yourself to challenge your assumptions.

Watch an exclusive video interview of David Rowan on the conference app at mobilityconference.fia.com

Jean Todt, Lord Robertson (top right) and the World Bank's Dr. Suames Job (bottom right).



ROAD ASSESSMENT

ELIMINATING HIGH-RISK ROADS

Prior to the official opening of this year's conference, world road safety leaders gathered at the event venue to map the route towards the elimination of dangerous road infrastructure

Leaders in road safety from 70 countries gathered this morning ahead of the FIA Mobility Conference 2015 for the first global conference focused on eliminating risky road infrastructure.

Organised by EuroRap (the European Road Assessment Programme) the conference presented measurements of widely varying road infrastructure from 70 countries and outlined its aim to win commitments to raise safety standards to 3-star or better.

Opening the event, Lord Robertson, the former NATO Secretary General and Trustee of the FIA Foundation, told ministers, bank representatives, engineers and NGOs that 3 stars is a minimum that must be pursued.

"Known high risks exist on major roads in all countries," he said. "Simple treatments can eliminate high risk 1- and 2-star roads. Children should not walk to school on busy roads without footpaths and safe crossings; traffic should not pass through villages at high

speed; flawed junctions and inadequate roadside safety zones need upgrading."

FIA President Jean Todt said the star ratings, which include data on infrastructure such as footpaths, crossings, road markings and junctions, reveal the scale of the road safety challenge being faced in many regions.

"The Star Rating results tell us which elements of the road environment will save the most lives for the money available. Often casualty reductions could be by a third or even half across the network.

"This is the order of magnitude of injury prevention we need to see if we are to achieve the Sustainable Development Goals targets that have been set for road safety. We will not achieve these new targets if we continue with business as usual.

"In my role as the UN Secretary General's Special Envoy for Road Safety and FIA President I will do all I can to support this agenda of safer road infrastructure."



WELCOME COCKTAIL

ENJOYING CLUB CULTURE

The opening social event of FIA Mobility Conference saw delegates treated to an exclusive look inside the RAC's beautiful and historic private members' club in Pall Mall, where they were greeted by the soothing tones of a string quartet and a display of old and new mobility in the shape of a vintage caravan and an ultra-modern Jaguar.

Architecturally inspiring, sumptuously appointed and with a history stretching back to the earliest decades of motorised transport, the clubhouse provided a refined and convivial environment in which delegates had the opportunity to relax after a busy first day of work and meet up with colleagues old and new.





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