



LONDON  
15 - 18 SEPT

# AUTO+ CONFERENCE

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## SHARING THE STAGE

FIA Mobility Conference provides platform for  
knowledge-sharing and friendship

CONFERENCE Q&A

# GENERATION GAMES

*Curt Steinhorst, Speaker for the Centre for Generational Kinetics, examines how to engage with all generations – the old, young and youngest*

**Q You have spoken a lot about generational differences and how they affect our world, can you expand on that?**

**A** We exist at a unique moment in history where for the first time ever we are seeing four distinct generations around the world and each generation has its experiences that have shaped us in terms of preferences. What we do is study these issues, look at the major trends that are shaping those so that we can help organisations like the FIA learn how to better make informed decisions.

**Q You're here at the FIA Mobility Conference, how are these ideas relevant to clubs around the world?**

**A** The relevance is hard to overstate actually. What we're seeing happen is this huge divide between the Millennials or Gen-Y generation and older generations as a result of technology, economics and a bunch of other trends. What's happening is the way this young, growing generation is preferring to interact so the way to engage them as members of clubs is totally different to any other generation. A lot of fear exists in clubs that this generation just wouldn't be interested in being a part. [This is] not true, but if you don't understand exactly how to engage and interact, then you end up being in a position where although you could get us as members, it's not going to happen.

**Q What advice would you give to clubs to engage younger audiences?**

**A** There are several strategies that we recommend. The first one is

Curt Steinhorst and (below) delegates participating in the session.

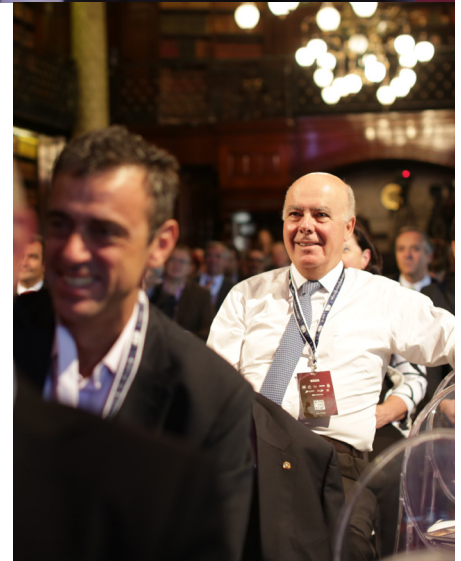


recognition that Millennials view themselves as unique. It's critical for clubs to adopt the phrase when it comes to marketing and any type of engagement that millennials are as 'unique as you are'. If you make us feel like a number, we're out.

The other big one is understanding how technology has made us outcome driven. If you want us to work with you or become customers or members, don't put in a bunch of steps or a bunch of words that we don't have the attention span for. So it's about how simple can you make the experience. And the simpler you make it, the more likely we're going to not only work with you, but then share with everybody how great an experience we've had.

**Q You've pointed out that young people are hitting milestones later in life, for instance owning cars at a later age, so how can the automotive world adapt to that?**

**A** Millennials have this delayed adulthood experience and we need to recognise it for what it is. That every major marker, the age we graduate from school to the age we enter into the workforce, have our first marriage, house, kids, all of these things are happening later than ever before. But



it's still happening and the fear and anxiety from older generations that we're never going to get a car, we're never going to do these things, are just not true. Things are not happening at the same time as others, but what makes this particularly interesting is recognition that in the past if you didn't get a 23-year-old to be a member of a club, that's a problem. Well now, that's fine. Just understand that they're now 28 and this is the moment that you really need to be looking at them.

**Q What kind of tools can organisations use to target new generations?**

**A** You need to be on the platforms that they are on. Millennials have an expectation that organisations are going to be on social media in some regard. That is important, we expect an integrated experience from a simple mobile app that makes it easy for us to access social media channels. Also realise that old school ways, such as phone calls, that's an invasion of privacy. We don't want to get on the phone, so be in the places that we're going to be and you'll have far less problems connecting to us. This is an important moment for automobile clubs. On the one hand, the customer base they've had is shrinking in terms of baby boomers as the majority buyer to Gen-Y. On the one-hand that can cause a lot of fear and uncertainty because change is difficult, but understand that on the other hand it's actually a wonderful opportunity. That the things that clubs are providing are desperately needed and wanted by Gen-Y, as long as you do some of the basics in terms of engaging. Don't have the fears that Millennials have no interest in being a member of the club, or have no interest in actually having someone that can help them whenever they need it. It's quite the opposite, you just have to be committed to being willing to make some changes if you want to be successful in moving forward.

**Watch an exclusive interview with Curt Steinhorst at: [mobilityconference.fia.com](http://mobilityconference.fia.com)**



## BUSINESS TRENDS

# MODEL STUDENTS

*In a thought-provoking workshop, FIA Clubs presented some of their latest business models and what others can learn from them*

One of four workshops this morning looked at how FIA clubs are adopting new business models to remain relevant and engage with new audiences in an increasingly connected environment. In this session, three organisations presented their business models and how they are adapting to this new world.

David Bruce, Director of the UK's AA Cars, explained how the organisation has evolved its approach recently, especially in terms of expanding its commercial operations

and embracing digital platforms. Terry Agnew, CEO of RAC Western Australia, explained how the club is developing more commercial services to fuel and generate record revenues for the company.

Johann Grill, Director of Consumer Protection and Public Policy for Germany's ADAC, explained the programme reform the club is going through to improve its governance and how it is rethinking the nature of the organisation for the future.

"It is really critical for clubs, if they want to stay relevant, to really look at the ways in which new technologies, new services and new generations are going to respond to their offerings," said session moderator Luis Vives, who is the Executive Director of International Custom Programmes at ESADE.

"It is very important to understand that we are living in times of change and as such it is not just the rest of the world that is changing but ultimately our clubs need to change as well. They need to look at ways in which they can stay relevant and by doing so they will have a very bright future."



Johann Grill and  
(below) Luis Vives.



Frank Fotia.

## BUSINESS TRENDS

# BRIDGING THE GAPS

*This workshop looked at how to bridge the generation gap*

Another workshop this morning examined how various club organisations can develop products and services that will meet a unique demographic niche for them.

Oliver Schmerold, Chief Executive

Officer of the ÖAMTC, spoke about how his club is appealing to a younger demographic. One example is offering a pre-paid credit card and free membership for teenagers in a member's household. The club also distributes newsletters designed for younger generations, as well as having an active social media presence to appeal to this demographic.

Similarly, Rob Ganley, Senior Communications Manager of the UK's Camping and Caravanning Club, said his club is looking to appeal to a younger generation but its approach is to target families with developed programmes and strategies to make camping more of a family activity. The club is trying to instil a love of camping in children and has commissioned studies that show how children who camp tend to do better at school and live happier more fulfilled lives.

Conversely, Neil Greig, Director of Research and Policy from the Institute of Advanced Motoring, a UK based charity, is focused on seniors driving. His organisation has developed an exam for senior drivers that offers a

perspective on whether or not they should be driving. The focus is on ensuring that seniors become safe drivers and to demonstrate that ability to drive is not really age-specific. You can have a very alert 80-year-old and then you can have an un-alert 65-year-old, so their programme deals with that.

Session moderator Frank Fotia, Chief Operating Officer of the Canadian Automobile Association, said that clubs have come to the realisation that they have to change and offer new services to remain relevant to all sectors, especially the younger demographic. The old model of basing the business around breakdown services does not necessarily work anymore.

"Because your car does not breakdown very often anyway, if you only have a road-side call once every few years you're not going to have people wanting memberships," said Fotia. "So having savings and rewards programmes, that appeal to the youth, such as credit cards and discounted movie tickets, can help bind a member to your organisation, independent of your core service."

Nathaniel Beuse,  
(top right) Claudia May and  
(bottom right) David Nose.



## CONFERENCE Q&A

# Trusting in Technology

*Nathaniel Beuse, Associate Administrator for Vehicle Safety Research at the US National Highway Traffic Safety Administration, reveals some of the latest technologies that are set to make our roads safer*

### **Q What are some of the latest safety technologies that you've been testing?**

**A** One that is hands-down making a difference across the world is automatic emergency braking. No matter what country I go to or which manufacturer I talk with, they say that this technology is working. It will prevent crashes and it will save lives. One of the things we've been working on is really collaborating across the globe with developing test procedures so that we're all using the same tests to evaluate these systems to make sure they deliver on their safety promise. Likewise,

we've also been trying to push very hard on how to get these technologies to the public in a faster way. Typically they show up on higher range models and we really want to see those most beneficial technologies migrate down to lower price points. There are too many people that are dying in crashes and being able to have technology to save them is a really great thing to do for safety and for mobility.

### **Q You recently announced that 10 vehicle manufacturers will make automatic braking standard on new models in the US, what impact will this have?**

**A** We hope it will have a tremendous impact. It was a historic announcement and I think when you look at where that particular technology is in terms of its development, the ability to get 10 auto makers to commit to making it standard equipment over their entire vehicle line is significant. It will get that technology down to all sorts of vehicles and to consumers hands in a much faster way than regulation could have done.

### **Q How can we also get this technology into other countries and developing markets?**

**A** It's true that in developed regions like Europe and the United States, it's probably not as big of a leap as it is for a developing country, but that's not to say

that they should have to wait a decade or to get it. The learning and the knowledge that the developed countries will be able to bring to bear will help deploy it in a much faster way in other countries than probably otherwise would have occurred.

### **Q There has been a lot of talk about autonomous cars, how much research are you doing in that area?**

**A** Quite a bit. We're looking at several different aspects of automated vehicles, such as how do you test them? The other thing we're doing is looking at what the potential is, because as a safety regulatory agency, we want to save lives and we want to reduce crashes but not every automated technology that comes out will have a safety benefit. It might have a mobility benefit, it might have some other kind of benefit, but we're looking at it from safety so we're drawing a road map to try to figure out what are those technologies that we're going to go after first.

### **Q Realistically how far are we from seeing autonomous cars on the public roads?**

**A** I think it will be when the public trusts it. The public has to be able to trust the technology will work in a robust way, that they're going to feel comfortable putting their families in these vehicles when they might have less control.

## DELEGATE'S VIEW

# A JOURNEY JUSTIFIED

*Afsar Hossain, Vice President of the Automobile Association of Bangladesh, has travelled a long way to be at the Mobility Conference. But it is all worth it, he says*

**Q What do you think of the conference so far?**

**A** The Mobility Conference is fantastic, a great platform to have. Firstly you have people from all over the world, so this is unique. You have a platform for discussing ideas collectively, which you don't otherwise get and we're all here, so it's easier to do. You also get given an incredible amount of knowledge because one of the key things in this mobility game is being up to date as to what is going on. So we're all starting to come up to speed on what exactly is going on and how we should deal with it.

**Q What can clubs learn from each other in an environment like this?**

**A** It is a great place to get ideas off each other, to share our programmes that we're running. We have clubs of different sizes, so although the Bangladeshi club is microscopic at the moment compared with Japan or Germany, there are other clubs we are on a par with that are just developing. So we get an opportunity to share horizontally with clubs of a similar size, but we also get to share vertically with clubs of a bigger size.

**Q You have just attended the applied learning session, what did you think of that?**

**A** We were talking about leadership. Our instructor was saying that he wasn't looking at this process in terms of figures, numbers, or competencies, he wasn't thinking of it as a science, more as an art. So what he was essentially saying is, we are by instinct selfish but if we stay in a mode of always rewarding ourselves and not taking risks there's no growth. But at the same time if we have to act in a way that is unusual to

Afsar Hossain and (below) Prof. Dr. Sudhanshu Palsule, who led the applied learning class on leadership.



us, act in a way that is unselfish, then there is a toll. So you must balance that toll with restorative methods that keep you at peace and capable of performing.

**Q What lessons will you take back to Bangladesh?**

**A** There will be two things I think. One will be the awareness of what big business is doing in terms of disruption. I think this is key because unless we analyse what is left in the market or what we add, then I think we may just be going down a dead end and then end up wasting time and resources. So we need to make everyone aware of the playing field that we are heading towards.

I think another one is how we will enter the space. The FIA has always been traditionally a champion of the consumer but we have to do more than this. For instance, the UK's AA is now setting up two companies, one for the second hand car market and the other for tyres. They felt they could better serve the interests of the consumer in this area than anyone else, so this is something where our clubs and the entire network can add greater and unique value, to a market place that is becoming increasingly crowded.





## GALA DINNER STYLE AND SUBSTANCE

The FIA Mobility Conference turned on the style on its final night as delegates headed to the opulent Victoria and Albert Museum for its Gala Dinner.

The V&A is the world's largest museum of decorative arts and design, and the venue did not disappoint as delegates were treated to a night of fine food, convivial company and even singing waiters. The event was opened by iRAP's John Dawson and FIA President Jean Todt, who called up all of the UK hosts to the stage in a show of appreciation for their work in organising the conference. They were joined by the Deputy President for Automobile Mobility and Tourism Brian Gibbons and FIA Secretary General for Automobile Mobility and Tourism Andrew McKellar, who were integral to the success of this event.



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