



LONDON
15 - 18 SEPT

AUTO+ CONFERENCE

DAILY NEWSLETTER #4
FRIDAY 18.09.2015



TILL WE MEET AGAIN

Delegates say farewell to a productive week
in London for the 2015 FIA Mobility Conference

CONFERENCE Q&A

TIME FOR CHANGE

In her keynote address, Transportation Entrepreneur Robin Chase argued that the automotive sector is set for major upheaval due to new technology and disruptive ideas. Here she outlines some of the key changes.

Q You are one of the founders of Zip Car, a huge innovation in transport when it launched 15 years ago. What do you think is the next big innovation in transportation?

A What is really going to affect how we use vehicles is the connected car. Especially the connectivity between vehicles and from vehicles to buildings. So I think of it as one part of a larger mesh of the Internet of Things and cars will be a very important part of that. If we think about cars today they are the last frontier for our wireless connectivity revolution, so we are really ready for them transforming with this wireless access. There are a wealth of options for innovation.

Q Can you give an example of how this connectivity is going to improve transportation?

A Typically when we think about connected vehicles and the benefits of them it has to do with safety. But there are also more straightforward benefits such as when I get in my car it will know my appointment from my phone and it will immediately load up the directions to that appointment. Or if there is an accident ahead it will tell me about the accident. With these vehicles connecting up to each other it will be interesting to see what the relationship is going to be between cars.

One idea I think of as the Cinderella car is where you have a young driver and they have been told by their parents they have to be home by midnight. So when they try to start the car after midnight it



will not start unless they call home and the parent says OK I'll enable the car for you.

Q You spoke in your keynote address very passionately about climate change, what do you think the automotive industry can do to help in this area?

A Today I think that 22 per cent of emissions worldwide are from the transportation sector and personal vehicles are about 17 per cent, so it is a very significant piece of what we're putting into the air. Of course the way to improve that is you have more fuel-efficient cars, which is happening but for me that is quite slow. So how can we work on improving behaviour to make these changes?

I am particularly interested in things like sharing rides and sharing cars. When we share rides we are putting people in that vehicle and when we share cars we change the business model from me buying my car, where when I make my transportation decision it is just the cost of fuel, to when you rent a car by the hour.

The result of that is that people drive 80 per cent fewer miles than if they owned their own car. So just shifting people into paying in real time for car travel means that they decide 'you know what, I'm going to walk or I'm going to do three

errands at once or I will stay home'. So it really transforms how you use cars.

Q Many of the FIA clubs' businesses are based on membership models, what do you think is the future for membership models for these types of organisations?

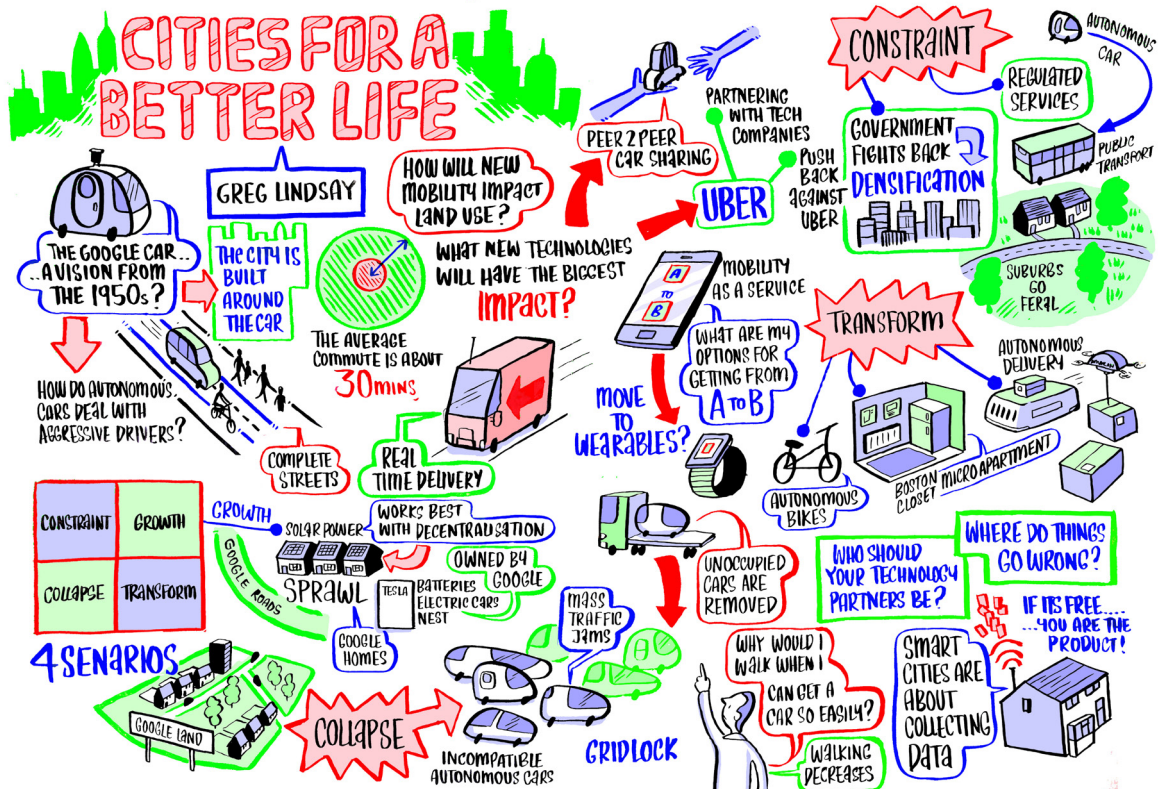
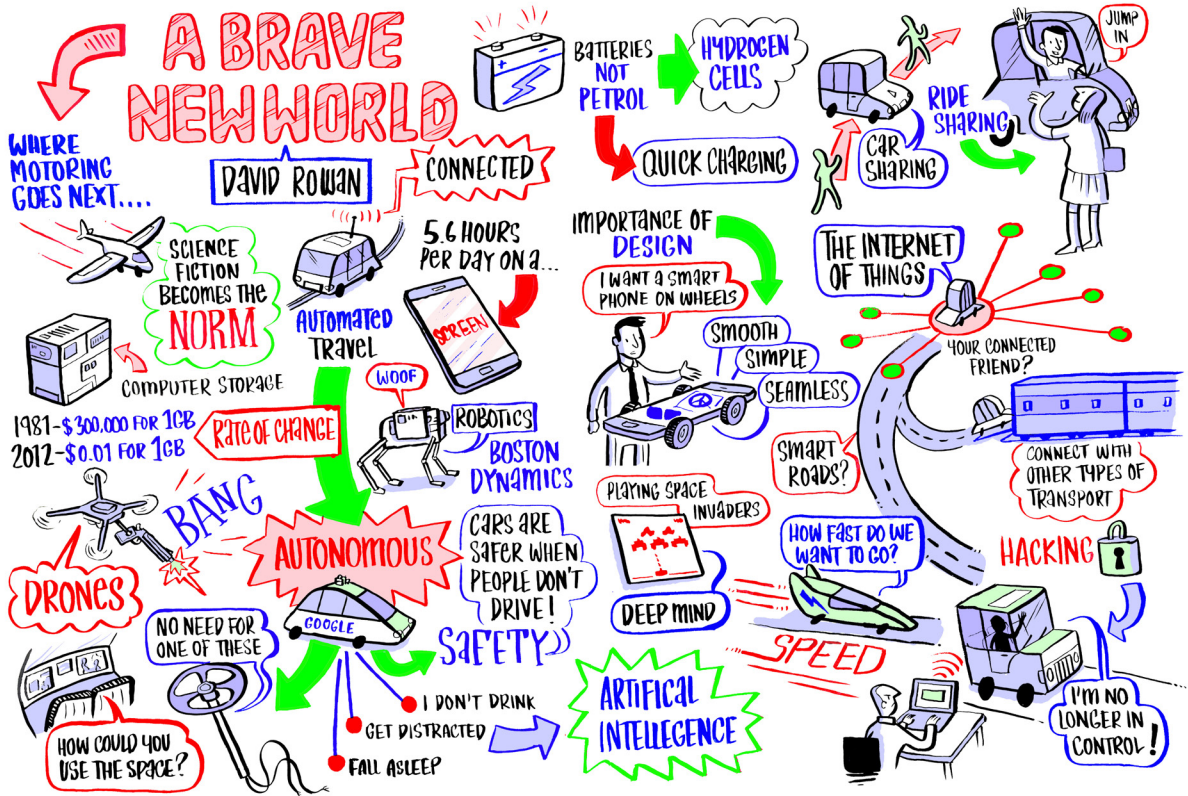
A If I think about why do we make companies, we make companies to do things we as individuals can't do. Membership organisations have typically been that. They have done the bulk negotiating, they have done the aggregating of demand, they are providing benefits to individuals that they by themselves couldn't get.

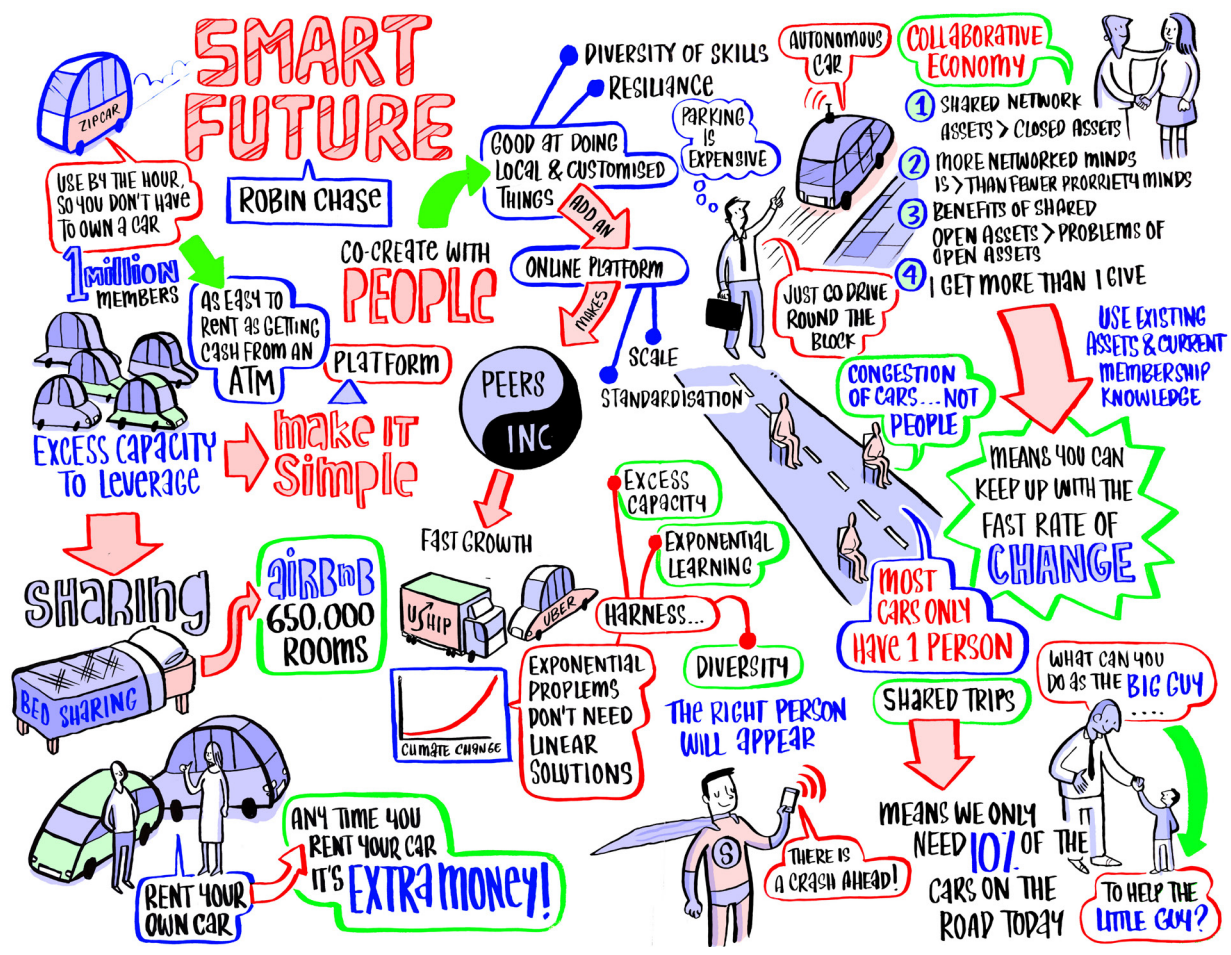
So I think membership organisations should look more into what are those attributes that our future lifestyle will want, that isn't car related, that isn't car focused. And then to say what are the assets and networks and expertise that our members have that they would like to be sharing with each other. We are the enabler for that sharing of those talents and assets and knowledge they have and that we can now be an aggregator and push out.

Watch an exclusive interview with Robin Chase at: mobilityconference.fia.com

WORDS IN PICTURES

Illustrator Joel Cooper created a visual representation of the four keynote speeches delivered during the 2015 FIA Mobility Conference







Clockwise: Jean Todt, delegates at the closing session, Saul Billingsley and Brian Gibbons.
Below: Damien Santos and Luis Vives.

CLOSING SESSION

A WEEK TO REMEMBER

The FIA Mobility Conference closed with a look back on a week of debate, discussion and networking

The final session involved a number of presentations and speeches that summed up a productive and enjoyable week for all involved.

The session began with a presentation from Saul Billingsley, Director General of the FIA Foundation, who talked about the successful campaign to include road safety in the UN Sustainable Development Goals. Combined with FIA President Jean Todt's role as UN Special Envoy, this will help to hugely improve road safety around the world.

This presentation was followed by closing comments from some of the key people involved in the conference – Brian Gibbons, FIA Deputy President for Automobile Mobility and Tourism; Andrew McKellar, FIA Secretary General for Automobile Mobility and Tourism; Luis Vives, Executive Director at ESADE; and John Dawson, Chairman of iRAP.

It was also an opportunity to thank the UK clubs who jointly organised the event: Automobile Association UK, Camping and Caravanning Club, Caravan Club, Institute of Advanced Motorists, Royal Automobile Club, Road Safety Foundation, iRAP, EuroRAP, and FIA Foundation.

President Todt thanked all of those involved and went on to sum up the feelings of the delegates.

"What is very encouraging is that every year we progress together. Every year it is like climbing a mountain – we get higher and higher. The reason we can do that is because of committed people and a united organisation."

He went on to thank the FIA Foundation for its recent work with the UN. "I want to offer special congratulations for your effort in achieving the acceptance of road safety in the UN Sustainable Development Goals. This is a very special achievement."

He also thanked all of those who have attended and participated in the conference.

"As president of this organisation you have given me and my team your trust and we want to make our organisation the pinnacle for the motorist. I think we are on the right path and I thank you for that."





WRAP UP

FIRST OF MANY

Earlier this year, Andrew McKellar moved from the Australian Automobile Association to the FIA as its new Secretary General for Automobile Mobility and Tourism. Here he talks about his first FIA Mobility Conference from the organiser's perspective.

Q This is your first Mobility Conference since joining the FIA, what are your thoughts on the event?

A It's certainly been interesting to watch it from the more pressurised perspective, looking at it from an organiser's point of view. But I have to say it has been a wonderfully well-attended conference and we've had huge participation from the clubs.

The content has been very relevant and we've had some excellent keynote speakers, so that promotes a very rich source of information that the delegates absorb. The most important part of any event like this is the opportunity for the members to take some of that input to work amongst themselves, to network and to exchange views and experiences that they currently face in the business environment that they're operating in.

Q One of the main subjects we've talked about is new technology, do you think the FIA clubs are embracing developments in this area?

A The impact of those emerging technologies is something that almost every club that we deal with is affected by in some way. The fundamental issue that we're all grappling with is the impact on people, and in particular on club members and those future generations who will be members. That is where many of the clubs are dealing with those questions, trying to analyse and think about what it means for them and their business model.

Q Another theme has been engaging younger members, how do you think clubs have been adapting to this challenge?

A I think it's a perennial challenge - with every new generation that comes along we see similar experiences and in many cases, young people are not naturally inclined to join a club or to become a member. That's certainly true with the emerging

CONFERENCE HEADS TO HELSINKI

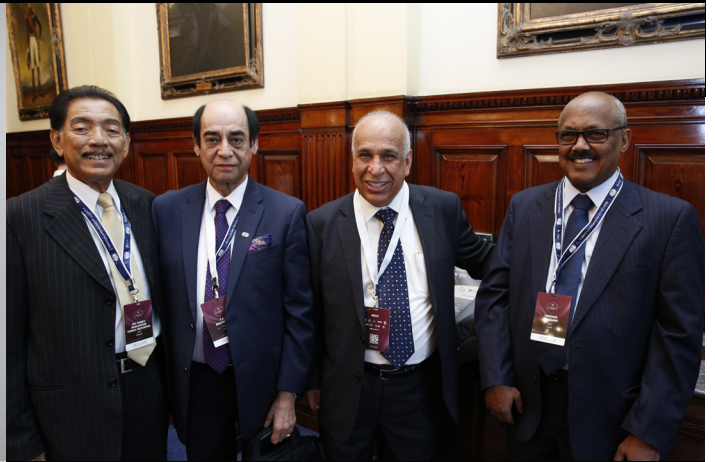
Next year's FIA Mobility Conference will be held in Helsinki and hosted by the Automobile and Touring Club of Finland. Attendees can expect another event full of networking, exchanges of views, and the development of new visions, strategies and partnerships. In a first for the Conference, the following year's venue was also announced and it will be held in Tokyo in 2017.



younger generations, who use technology in different ways, collaborate with their friends in different ways. The traditional member model doesn't always translate automatically as we see a new generation coming through and this is where the clubs face a very significant challenge to think innovatively about how they engage with them and how they remain relevant for the future.

It's not something that is going to be easily solved. Many of the best business brains we have within the network are thinking very hard about these challenges. But we hope that by bringing together people into an environment like this, it's an opportunity to share experiences and to offer a better future for the clubs going forwards.

THE WEEK IN PHOTOS

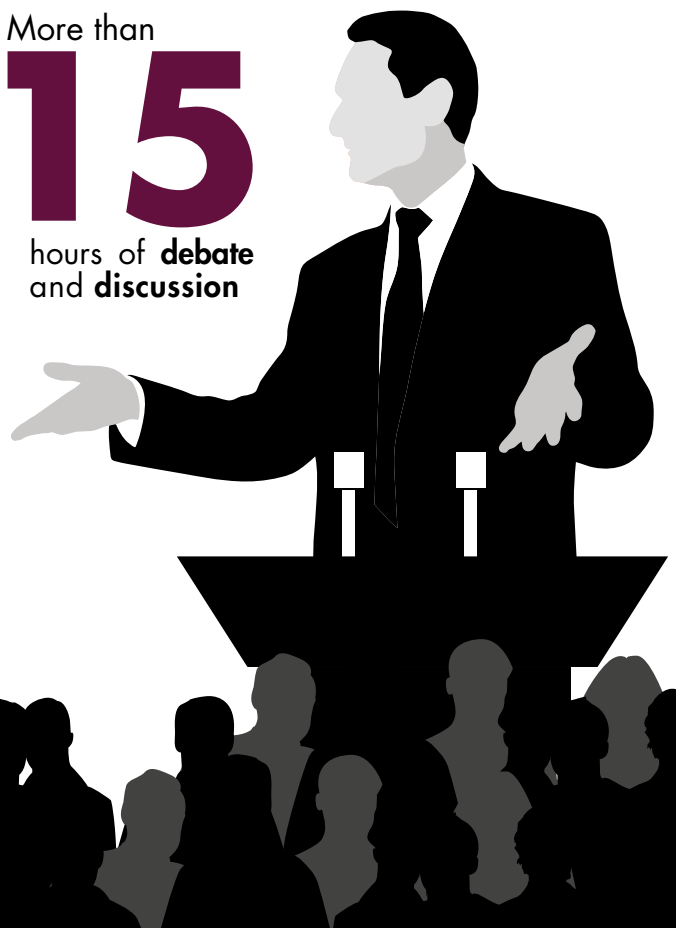


THE CONFERENCE IN NUMBERS

More than

15

hours of **debate**
and **discussion**



235 Delegates

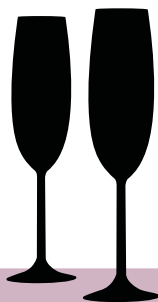
88 Clubs

74 Countries



614

Litres of **coffee**
served during
the week



37.5

Litres of **champagne**
served during the
Gala Dinner

297 275

Steps taken within
the Conference venue





LONDON
15-18 SEPT

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