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# AUTO+ SPORT WEEK

WELCOME  
TO SPORTS  
CONFERENCE  
WEEK





## OPENING CEREMONY

# Focusing on the future

President Jean Todt launches  
first FIA Sport Conference Week  
with vision for the coming years

FIA President Jean Todt launched the Federation's first Sport Conference Week yesterday by saying that the three-day forum will help provide ASNs with the resources to meet the challenges facing motor sport in the years ahead.

"It is a good time to initiate a collective discussion on the development of our activities, to reflect on the future of motor sport and the role the FIA and its clubs should play in the coming years," he told delegates at Goodwood House in the UK.

"Motor sport, like all sports, must face the challenges of our times: globalisation, consideration of environmental issues, competition from other sports, the financial crisis. In the face of all these challenges, the FIA has decided to take the initiative and provide ASNs with the tools needed to assist their development."

President Todt told delegates that while the FIA has every reason to be ►

pleased with the current state of its championships – mentioning the healthy state of competition in Formula One, the World Rally Championship and the World Endurance Championship – the Federation and its member ASNs must continue to progress motor sport.

“It is up to the FIA and its members,” he said. “If we allow other actors into our sport, they will define the conditions under which it is practised. We know that if we do not assume our responsibilities in this area and if we remain passive, others will take it upon themselves to give a direction to motor sport that may not be in line with our values and which would be detrimental to us in the end.

“We want modern competitions; we want attractive disciplines; we want real world championships and we want competition to be affordable for all.”

As such, he singled out the European F3 series as a championship being revitalised and said the WRC was being similarly rejuvenated.

“I would like to restore to it the prestige it deserves,” he said. “Rallies on all continents and rallies which recall the adventure and challenge of the 1970s; this is the road map I have given to Michèle Mouton and Jarmo Mahonen.”

The FIA President also stressed the importance of providing safe competition for all and made reference to recent tragic fatalities at the Canadian Grand Prix and at the Le Mans 24-Hour race.

“Ensuring safe conditions for motor sport was the objective of the first meeting of the founding clubs 110 years ago, and it remains one of our priorities today,” he said. “The terrible accidents in Le Mans and Montreal remind us that the practice of motor sport is demanding, calling for constant vigilance.

“I would like to take advantage of this opening session to pay tribute to (Le Mans driver) Allan Simonsen and (Montreal track worker) Mark Robinson, who lost their lives doing what they were most passionate about. Without all the volunteers, all the marshals, who enable our races to take place in good conditions, motor sport would simply not be possible.

Joining President Todt to open the event were FIA Deputy President for Sport Graham Stoker and FIA Institute President Gérard Saillant.

Deputy President Stoker welcomed delegates to the conference, highlighting



Britain’s motor sports heritage and, in particular Goodwood’s place in that history, the conference venue having hosted the first post-WWII racing event at a permanent facility in Britain in 1948.

Commenting on the conference he added: “On reflection, I realised that I have been with the ASN in the UK for 29 years and I feel I know a lot of the issues that concern you and I think that over the next few days if we share our experiences and try to resolve those issues, we will emerge stronger. I fully support this conference on an annual basis.”

FIA Institute President Saillant explained the role of the body in safety and sustainability in motor sport and as the organisation approaches its 10th

anniversary in 2014 detailed some of its achievements, including the development of wheel tethers in Formula One, improved safety barriers, accident data recorders in the WRC and its recent publication of the Guide to Medicine in Motor Sport.

Professor Saillant added that in an expansion of its portfolio the Institute is embarking on a new mission.

“We now have a new focus, which I believe should be our core remit – to help you, the ASNs, to develop motor sport worldwide,” he said. “This is a subject the Institute first embraced in 2008 when we were selected by the FIA Foundation to manage the Motor Sport Safety Development Fund.

“Through the Fund programme we have distributed grants to 102 of the 136 ASNs across the world. The numbers are impressive: 30 million euros distributed to 270 separate projects, with over 65,000 officials trained and 6,500 young drivers educated.

“We are here to help you and we will continue to do so,” he concluded. “Whether that is through our continuing Outreach programme, with events around the world, or our accreditation schemes for officials’ training and environmental performance, we are here to support and encourage excellence in your important work.” ■



OPENING PLENARY

# Sport for a changing world

A fascinating opening session saw a panel of expert speakers debate the challenges facing motor sport





The opening plenary session of Sport Conference Week saw a diverse panel of experts from across the racing spectrum conclude that for motor sport to prosper in the future it must increase its social relevance yet retain the emotion that resonates with core fans.

Opening the debate, FIA Deputy President for Sport Graham Stoker remarked that for motor sport to remain a vital force development at local level must continue to be encouraged. “A healthy grassroots motor sport culture is necessary,” he said. “We need new blood and this has to be tackled with vigour.”

He continued by saying that to appeal to new generations motor sport must further embrace sustainability, making the sport environmentally relevant in order to appeal to new fans.

“If we show that motor sport brings positive social change that’s a real step forward,” he insisted.

Vicky Chandhok, President of the Federation of Motorsport Clubs of India (FMSCI) then gave an insight into how an emerging motor sport nation grows involvement at all levels.

“It is a challenge creating events that develop motor sport and make it sustainable,” he said. “From that angle we have taken a conscious decision that as well as hardcore rallying, racing and autocross, we will have time speed distance rallying, plenty of karting and family outing events. That whole batch then starts developing the sport in the sense of spectators and sponsors.

“This is working quite well for us. It has increased our events greatly,” he said. “We have had a 40 per cent year-

## “If we show that motor sport brings social change that’s a step forward”

Graham Stoker

on-year increase, we now have 368 motor sport events. In a country like ours, that had only 100 events a year or two ago, I think we’re doing something right.”

Stoker also pointed to the development of the FIA Women in Motorsport Commission as a positive step in driving change in the sport, a sentiment echoed by María de Villota, who said: “If [Williams F1 development driver] Susie Wolff gets a superlicence that would be good. We need girls to want to be like Susie; if there is no one involved at that level girls will think it’s not possible to do it.”

The theme of making motor sport appeal to new generations was picked up by Alejandro Agag, promoter of the electric-powered Formula E Championship.

“Formula E has the chance to talk to new fans but those fans want real racing as well and the way we deliver that racing will be decisive,” he said. “Cars are not as relevant to kids these days, as they have smart phones and tablets – so to make it more relevant we need to give them motor sport through those devices.”

Agag added that in developing Formula E an additional challenge is to appeal to a further group of fans – one made up of corporate decision makers. “Board members look at sustainability,” he said. “These cars, their technology, are

everyday options for people and that is appealing, I think. The minds of people are being changed through motor sport. The first Formula E car is the son of Formula One – all the interest is coming from F1 through companies such as McLaren, Williams and Renault and that’s where technology is.”

Agag then gave delegates a sneak preview of the new series by playing the engine note of a Formula E car through the auditorium’s sound system.

Rob Armstrong, Senior Vice President, Global Head of Motorsport at IMG, the new promoter of European Rallycross, explained that in developing any series the presence of live television will be key to future success.

“What we’d like to do is develop the events, improve the marketing, to help our existing venues and for new venues to help make them bigger, better and more exciting events,” he said. “That’s a process we’ve started and I think we’re making good progress. Key to that is getting the TV rights. We’ve moved to a live format. That’s a critical thing for all sport around the world. Broadcasters increasingly do not want to know about a sport that cannot offer a live element.”

Oliver Ciesla from WRC Promoter GmbH expanded on Armstrong’s comments by adding that focusing on new media platforms will be a ‘must do’ for motor sport growth in emerging markets.

“If you look at our core market, which is Europe, we reach a lot of people with traditional linear TV but if we plan to grow in South America, North America and Asia, it is a must to be available on the internet and on mobile applications.”

Agag’s earlier comments about the increasing influence of sound environmental credentials led Volkswagen’s Motorsport Director Jost Capito to tell delegates that “sustainability is very important for manufacturers, it’s a major issue”.

Invoking the old racing adage of ‘win on Sunday, sell on Monday’, he added that innovation also lies at the heart of motor sport’s appeal to manufacturers saying that the opportunity to showcase new technologies gives manufacturers a real incentive to grow their involvement in sport.

Agreeing with Capito, World Endurance Championship CEO Gérard Neveu said: “Motorsport gives a demonstration of technologies. It provides a business strategy for manufacturers. Manufacturers create emotion but also build the link between motor sport and buyers.”

Returning to the need for motor sport to reflect and then bring about social change, Ronan Morgan, Sporting Director of the ATCUAE, gave the example of Rally Ireland’s positive role in bridging political divisions in the country, with the event involving the governments of both Northern Ireland and the Republic of Ireland and in sport, the MSA and Motorsport Ireland. The rally was eventually awarded the Peace Through Sport award in 2007 for its efforts.

Commenting afterwards on the session’s outcome, Deputy President Stoker said that the lasting impression of the afternoon’s discussion was that while the debate’s protagonists came from an array of different series and from a range of countries there were many similarities in their vision of the future of motor sport.

“There was a lot of common ground, not only about safety, which is critical, but also about sustainability and how that has to be looked at,” he said. “On the back of us joining SportAccord, the FIA is getting involved in things international federations do in response to social responsibility and change.” ■



## Q&A SESSION

# F1 to power ahead in 2014, says Whiting

Formula One Race Director predicts new engine regulations will make for 'amazing machinery' next season

Formula One Race Director Charlie Whiting yesterday predicted that Formula One is set to enter a new era of excitement when the sport introduces a new engine formula in 2014.

Speaking alongside Deputy Race Director Herbie Blash during a Q&A on the opening day of Sport Conference Week, Whiting outlined the changes F1 is facing when it moves to 1.6 litre, V6 turbocharged, hybrid powerplants next year.

"We have new powertrain coming in 2014, with all sorts of energy recovery devices, which will I think bring the power up to a little over what we have at the moment," he said.

"The cornerstone of this new power unit is that cars will only be able to use 100kg of fuel for a race," he added. "There is also a fuel flow limit that will be checked and verified by the FIA fuel flow meter which will be fitted in all cars' fuel tanks. Currently the fuel used is about 140 or 150kg and that will come down to the 100kg mark. That is a significant difference.

"Efficiency is the key thing," he concluded. "You won't see cars run out of fuel – there's no limit to the amount of fuel a team can put in a car but there is a limit to how much they can use in a race. It is a significant change to the efficiency of the car."

Questioned by Surinder Thatthi of the Kenya Motor Sports Federation as to the safety of the new turbocharged units and the likelihood of fire, Whiting responded that the technology has moved on greatly since F1's last turbo era in the 1980s. ▶



“You will not see any more fires than we see now,” he said. “Things are much safer than they ever were in the past. The technology has come on in leaps and bounds and it is the most efficient way of developing the required power and that, alongside the energy recovery, means we will see some amazing machines out there.”

In a wide-ranging discussion Whiting and Blash explained how the FIA operates at Formula One events, detailing the Federation’s team works in race control across a grand prix weekend and how it works with circuits to improve safety and event management.

Blash focused on the work conducted by the Volunteers and Officials Commission in improving safety at races.

“We learn from experience on a race-to-race basis,” he said, “and one of the most important developments we’ve seen is through the Volunteers and Officials Commission. That is beginning to have an impact on the future of motor sport.”



Referring to an earlier statement by Graham Stoker in which the Deputy President of Sport lauded the 2,000 officials who will assist at this weekend’s British Grand Prix, Blash added: “It is a huge number and to recruit and maintain that level of involvement is very difficult but we are starting to see that happening.”

Whiting went on to commend the commitment of marshals around the world and in particular praised the volunteers at this year’s Australian Grand Prix, where heavy rain caused long delays.

The comment drew a positive response from Andrew Papadopoulos, President of the Confederation of Australian Motor Sport (CAMS) who informed the FIA Race Director that he had been made aware of the volunteers’ gratitude after they been contacted personally by Whiting to thank them for their efforts in Melbourne.

Asked to nominate their favourite F1 race venues, Whiting plumped for Silverstone, his “home race and a real race circuit”, while Blash opted for the Japanese Grand Prix, saluting Japanese fans’ deep knowledge of the sport and passionate support.

Finally, asked to express what Formula One means to each of them, Whiting responded that it had become a consuming part of life, while Blash was more succinct, simply saying: “it is my life.” ■

## MOBILITY PRESENTATION

# Motoring on common ground

## FIA Secretary General for Mobility Susan Pikrallidas highlights close ties between race and road

FIA General Secretary for Automobile, Mobility and Tourism Susan Pikrallidas urged ASNs around the world to take advantage of programmes put in place by the Federation’s Mobility department as she stressed the links between the road and racing arms of the FIA.

During an address to Sport Conference Week delegates Ms Pikrallidas explained that mobility and sporting clubs share common aims in servicing the needs of members and the public.

“We have a shared passion for safety and sustainability and a shared commitment to members – to organise great races and for us to ensure that road users are served well,” she said.

As such, she explained that the FIA’s Mobility department has established a number of programmes aimed at helping member clubs to develop and prosper, including the FIA University project and a club relationship management programme, both of which she said were available to all member clubs, be they sporting or mobility focused.

“We have developed these programmes with the idea that they should benefit the whole FIA family and I hope that ASNs will take advantage of them,” she said. “When we offer courses [at the FIA

University] they are not just with sport or mobility clubs in mind but offer business strategies for all.”

In outlining how similar external forces influence the worlds of mobility and sport, Ms Pikrallidas presented research outlining possible societal models for the year 2025. Stressing the value of such research in shaping how both mobility clubs and ASNs react to change, she asked delegates to imagine how their businesses would operate in four differing scenarios, varying from a world defined by environmental concerns to a society centred around unchecked development.

Finally, asked by to draw upon her experiences at past Mobility Conferences and offer advice to conference organisers, she said the key is to listen to their members.

“The lesson is simply to listen to your attendees,” she said. “Pay attention to their needs and concerns. It is their conference.”





## WELCOME COCKTAIL

# England in the summertime

With the always unpredictable British summer weather remarkably putting on its sunniest disposition yesterday, the first social event of Sport Conference Week, a welcome cocktail evening on the lawns behind the great house, provided the perfect environment for delegates to relax after a fascinating first day's sessions in the conference centre. Goodwood's Lord March joined FIA President Jean Todt, Global Road Safety Ambassador Michelle Yeoh and FIA dignitaries to enjoy the late afternoon sunshine, some lively jazz from the Cuff Billet Dixieland Jazz Band and, most impressive of all, a fly past by a Spitfire fighter plane. The World War II vintage aircraft swooped low over the estate's ancient trees and the roar of its 27-litre Rolls Royce Merlin engine provided a racy soundtrack to accompany the jazz and conversation. The cocktails were followed by a sumptuous dinner in Goodwood House.







## CONFERENCE PARTNER FOCUS

# Get to know... Michelin

Renowned for innovation in tyre manufacture, particularly via its long motorsport history, Michelin remains committed to competition, as the company's representative at Sport Conference Week, Jamie McWhir explains...

### **What's the impetus behind Michelin's presence at FIA Sport Conference Week?**

In 2011, Michelin became the global partner with the FIA on the Action for Road Safety campaign so it's an important part of our partnership to be here and to represent the FIA.

### **Michelin has a long association with motor sport, what's the attraction of sport for the company going forward?**

We see the future as being sustainable and credible and relevant to road vehicles and to safety for drivers, so development is always something we are keen to take part in.

### **How are you enjoying the event so far?**

The conference and the exhibition are very good and the weather's very good, for the UK! So I hope all the visitors from many countries enjoy their time here.





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