



AUTO + ASSEMBLY

DAILY NEWSLETTER #4
FRIDAY 18.12.20



MAKING A DIFFERENCE

HOW THE FIA IS BRINGING ABOUT POSITIVE CHANGE

FIA Mobility Worldwide Best Practice Toolkit Launch

STAYING STRONG AND BUILDING BACK BETTER

Yesterday's two FIA Mobility Worldwide workshops showed how the Federation is supporting Clubs through the pandemic with a range of tools designed to ensure survival, increase resilience, and boost growth.



Launching the FIA Mobility Worldwide Best Practice Toolkit, yesterday's twin workshops on the FIA Mobility Worldwide programme focused on practical examples of how Clubs from around the world took rapid action to meet the challenges posed by the crisis.

Following introductions by FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck and FIA Secretary General for Automobile Mobility and Tourism Andrew McKellar, Irvin Faneyte, Partner at EYParthenon, revealed to participants the FIA Mobility Worldwide Best Practice Toolkit, a guide to best practice business solutions developed by the FIA and Clubs around the world to tackle the crisis on three fronts: 'Survival', 'Resilience' and 'Growth'.

Faneyte then introduced representatives from Clubs to detail their experience of the economic impact of COVID-19 and how they met the challenges.

General Manager - Club Operations of the New Zealand Automobile Association (NZAA) Peter Moxon explained how his organisation has secured survival through prudent cash flow-based decision-making. He outlined how, at the start of the health crisis, the Club had temporarily discontinued community programmes

such as free driving lessons, reduced capital expenditure, and undertaken a forecast of likely impacts and how to manage them.

Based on the forecasts, the NZAA Board gathered fortnightly to oversee spending and met with bankers to validate the Club's approach and to explore loan facilities should the need arise. Expenses were also reduced as travel ceased, and discretionary and mandated spending was curtailed.

With cost reduction mechanisms in place, the Club was well placed to deal with a downturn in demand, but as the crisis unfolded, it found that online engagement with members remained strong and cash flow was not significantly impacted.

While a financial impact was felt in the areas of tourism-related products, Moxon said the Club had also seen positives in terms of member retention, insurances batteries, driver licensing, and B2B programmes among others. The diversity of the Club's offering was, he added, its greatest strength during the crisis and financial reserves are steadily being rebuilt.

Also in the realm of survival, Head of the Sustainable Mobility of ANETA (Ecuador) Ana Gabriela Dávila told afternoon participants about the Club's 'ANETA Express'.

During lockdown, the Club had more than 300 employees to look after, but with business activity ceasing, the Club also had significant driving school assets that were standing idle.

In order to keep employees working and to utilise the driving school fleet, the Club launched its 'ANETA Express' delivery service. After trials in July, the service was launched in August in Quito and Guayaquil. It has since expanded and now predominantly focuses on food delivery and more cargo services. The new offering was further strengthened for potential customers through the use of electric vehicles, route efficiency, tracking, certified drivers, and carefully monitored biosecurity.

In the area of resilience, Executive PR and Communication of the AA South Africa Philip Purnell explained how increased digitalisation had made the Club stronger in the face of the pandemic.

He told participants how the Club had pivoted from the mindset of a non-profit to a more corporate culture in 2020 and, as a result, moved to more blended communication with members, with digital forms taking the lead as a driver of sales and revenue.

He outlined how the Club worked with a lead aggregator and their own call centre to grow customer data and once memberships were taken up, the Club moved to online onboarding sending regular emails of information and offers to members to add value. Communication was also taken a step further during the pandemic with occasional 'from the kitchen table' blogs by the AA South Africa's CEO Willem Groenewald on personal and uplifting themes.

The Club also instituted a digital survey around renewals seeking to establish why customers did not renew and also looking for feedback on Club services. "We had 40% of people saying they didn't realise their membership had lapsed and of those 40%, some 70% then went ahead and renewed," said Purnell.

In the area of growth, Head of Product Management & Marketing of ÖAMTC (Austria) Alexander Hrdliczka talked about the Club's introduction of a COVID-19 quarantine insurance.

This product was introduced during the first phase of the pandemic and aimed to give customers already protected by the Club's assistance booklet an extra level of security through insurance of their summer holidays.

The product would see ÖAMTC bearing all the additional accommodation costs starting on the day of the planned journey back home up to 14 additional overnight stays, in the event of quarantine being enforced on the holidaymaker and his/her family for up to €70 each and per night.

A recent survey by the Club showed that the awareness of the new service is about 26% of all buyers of the assistance booklet and when asked why they bought the booklet, 8% of all buyers explained the new service was a main reason. Nine out of ten respondents described the new service as being valuable and relevant for ÖAMTC.



On the other side of the world, against a background of declining traditional membership accelerated by COVID-19, Automóvil Club de Chile's strategy for growth during the crisis saw the Club launching an online insurance broker platform.

According to ACCHI Sales Director Alvaro Bravo, the Club leveraged its member base and its customers' increasing familiarity with online transactions during COVID-19, as well as the Club's reputation as a trusted partner, to launch a new platform focused on car-related insurances.

The results have been impressive, with ACCHI selling more than 1,000 policies per month and increasing brand recognition with the Club's insurance offering ranking in the top three in SEO.

Following the Club presentations, Oleg Tschernizki, Associate Partner at EY-Parthenon, explained that Part II of FIA Mobility Worldwide will soon be rolled out and will focus on three chief goals: to operationalise local, concrete and tested support projects; to invite additional Clubs to participate in a second wave of consultation; and to offer help to set business diversification strategy globally.

Highlighting the last of these strands, he said that a desire to diversify had emerged as a strong theme throughout the Part I process and that building a global strategy to achieve that goal would begin in January, with worldwide coverage being ensured through a process that will start with FIA Region IV.

Commenting on the FIA Mobility Worldwide programme and the presentations delivered during the two workshops, FIA Deputy President Willemarck said: "While it has been a tragedy, COVID-19 has provided an opportunity to speed up some processes and activities in Clubs. I have seen Clubs discover that remote working was totally feasible. Call centres are changing completely.

"What strikes me is that you can see the speed at which Clubs can react, and we apply some of these ideas around the world and this is something that can help us to survive and grow. This is the FIA working as a family and coming together to protect and grow the business we all work in."

The FIA Mobility Worldwide Best Practice Toolkit is available on FIA Networks at:
<https://networks.fia.com/community/568/documents/8779>

ASN Forum

DRIVING FORWARD CHANGE

Around 130 Delegates from National Sporting Authorities (ASNs) around the world gathered for the 2020 ASN Forum, offering them an opportunity to be given updates and to discuss key topics such as safety and Digital Motor Sport.



Forum host James Allen introduced FIA President Jean Todt, who welcomed Delegates alongside FIA Deputy President for Sport Graham Stoker and President of the ASN Development Task Force Andrew Papadopoulos to highlight the strong links between ASNs during the COVID-19 pandemic.

"We have had to reinvent the way of working, the way of progressing, the way of living and I commend all of the work which has been done by Graham and Andrew, everybody in the FIA team, and all the Club members who have been participating in this through the Sport Solidarity programme," said President Todt.

This was echoed by Papadopoulos, who paid tribute to the Clubs working together during the crisis and learning for the future.

"After ten months of living with this dreadful pandemic, I wondered, 'Is this a year we want to forget? Or a year we need to remember?'. I say the latter. To quote Winston Churchill, 'don't let a crisis go to waste' and we haven't. We've taken note, we've learned how to work in a smarter way, how to be nimble in our management and most importantly, how to educate our members," said Papadopoulos.

Stoker also reiterated these points and noted that motor sport had to restart in line with public health safety advice.

"Even though all motor sport stopped, right away the FIA started working on putting in place the sensible proven methodology to restart competition. We already knew we had a sport that could operate in the open air with spectators limited, our competitors wear protective equipment, but we had to be cautious and move in tandem with public health advice," said Stoker.

The discussions also touched upon Digital Motor Sport, which has become one of the most popular webinar topics of 2020, with FIA Director for Formula E and Innovative Sport Activities Frédéric Bertrand highlighting the strong push around activities in digital and formation of a new FIA Commission centred around promoting Digital Motor Sport.

"We are very happy to have a new Commission nominated, with strong support from President Jean Todt on developing all these activities. We have a lot to do in front of us to deploy and make Digital Motor Sport something relevant for the FIA and ASNs."

FIA Head of Motor Sport Development and Innovative Sport Activities Gwen Bourcier discussed how Digital Motor Sport is becoming a recruitment platform and more than part of the traditional ladder of motor sport. With many gamers looking to compete against each other professionally, Bourcier noted how essential it is to focus on ensuring that digital competition is developed at an international level.

"It's a great tool to promote diversity and accessibility. Digital Motor Sport is something very easy to access because you don't need a racetrack or vehicle. Everyone can join the Motor Sport Community and it is the first step in the ladder of traditional motor sport. You have a large population of gamers looking at competing online, so we should look after developing Esports as a ladder itself and create some tools and competitions as a pathway to international level for young gamers."

Part of this includes plans for a world ranking and unique licence system for ASNs being introduced for 2021, which will be an additional income opportunity for ASNs.





Discussion moved on to motor sport safety, which opened with the recent accident from the Bahrain Grand Prix, when Romain Grosjean crashed into the Armco barrier at the start of the race and his Haas F1 car burst into flames. With the Frenchman emerging with only minor burns to his hands, the accident was used as a case study to showcase the FIA's continued programme of ongoing safety improvement.

FIA Deputy Medical Delegate Dr Ian Roberts talked through the incident from his perspective by describing how he was initially surprised at the size of the fire and thought that the car had been launched over the barrier rather than penetrated. He also discussed the main focuses in his role when conducting that type of rescue operation trackside.

"The driver is my primary focus, and it was how to get him out in the safest way possible, considering the danger of the fire, and how to manage the scene to make sure it's as safe as possible for the rescuers. That is not without risk for the people attending such a major incident," said Dr Roberts.

FIA F1 Race Director Michael Masi also explained the incident from his perspective in Race Control. He commented on the safety aspects of how the FIA will continue to learn from these types of serious incidents.

"It was very much operating on instinct and prior learning, making sure the crew were there. Then, based on Ian's feedback, we made sure the medical resources were deployed to assist Romain as quickly as possible," explained Masi. "From a safety perspective, it's a testament to the FIA's ongoing programme of safety improvement, which is always evolving, and we always continue to learn."



The investigation into the crash is currently ongoing by the FIA Safety Department, with its findings and recommendations set to be detailed in due course.

FIA Safety Director Adam Baker presented the latest updates from the FIA Safety Department, which include the introduction of a new low-cost Incident Data Recorder (IDR) designed to improve motor sport safety worldwide. Accident investigation requires data to determine how to improve survivability, and while current Accident Data Recorders are available, they are expensive and currently only fitted to less than one percent of cars.

Around 99 percent of fatal accident cases occur at amateur level, where there is no accident data recording. With the introduction of the new IDR, which costs only £25, the FIA Safety Department believes the new device will be widely adopted by ASNs around the world and provide valuable accident data for amateur competitors. The first IDR units will be delivered to ASNs by the end of Q1 2021.

There was also a presentation on 'Vision Zero for Road Safety' and the concept translating over to motor sport. The process of treating every crash as warranting action was presented to ASN Delegates as being necessary to establish a systematic approach to maintain the downward trend and arrive at zero fatalities.

The session was rounded off with a discussion from Andrew Papadopoulos and Michael Furtschegger on insurance in motor sport, and how ASNs can put together information for an insurance company to ensure proper process is followed. FIA Training Manager Greg Symes also presented the Grassroots toolkit, which aims to improve safety at this level of motor sport among volunteers.



FIA Foundation Annual General Meeting

ENSURING SAFETY AND SUSTAINABILITY IN A TIME OF CRISIS

Yesterday's FIA Foundation Annual General Meeting highlighted its continuing work on safe and green mobility despite the onset of the global pandemic.



Adam Baker highlighted that 99% of motor sport fatalities occur at an amateur level before setting out Foundation-funded work being done to address this challenge.

FIA Foundation Executive Director Saul Billingsley presented the Foundation's new strategy for 2021-25, which aims to support global agendas in road safety, climate action and clean air, as well as continuing strong support for motor sport safety.

Many existing partners will continue to be supported, as well as the Foundation's own initiatives, however, he identified new innovations. These include a new 'advocacy hub' to support delivery of safe and healthy journeys for children, and a 'Track to Road' fund to support technology and knowledge transfer from Motor Sport to Mobility.

The FIA Foundation held its virtual Annual General Meeting to report on its work in 2020 in the fields of road and motor sport safety, climate change and special COVID-19 interventions, and launched its Annual Report, 'Safe and green mobility in a time of pandemic.'

Foundation Chairman Lord Robertson of Port Ellen outlined the work on important issues of safe and sustainable mobility, thanking trustees for their early decision to establish a €3 million COVID-19 Solidarity Fund, including contribution to support the FIA's #RaceAgainstCovid Auction.

Lord Robertson said: "The period of total lockdown gave a glimpse of a world transformed – streets empty of vehicles, replaced by children walking and cycling, cleaner air. Of course, this change came at a huge economic cost. But now the challenge for all of us is to find a better balance, to retain much of that healthier, more liveable, future."

The Australian Automobile Association presented on mobile phone driver distraction, before FIA Mobility, Canadian Automobile Association and Automobile Club of Moldova presented work based around the FIA School Assessment Toolkit developed in partnership with iRAP.

Romain Grosjean's recent Bahrain Grand Prix crash and the priority of F1 safety was discussed before FIA Safety Director

Speaking at the event, FIA President Jean Todt commended the strength of the relationship between the FIA and FIA Foundation, adding, "We have a lot in common. We need to work together for the environment and road safety as a whole."

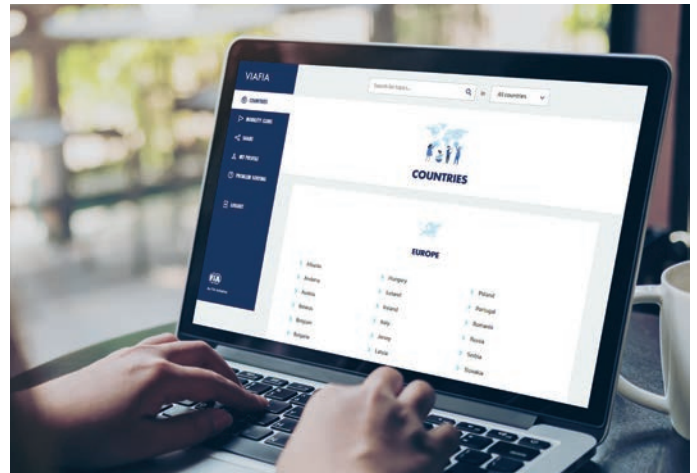
The FIA Foundation is immensely grateful for the contribution of trustees Nick Craw, Brian Gibbons, Earl Jarrett and Graham Stoker on their retirement from the board. Irina Bokova, Jagan Chapagain, August Markl, and Angelo Sticchi Damiani were appointed as new trustees while Lord Robertson and Miquel Nadal were re-elected for their third and final terms.



VIAFIA

DIGITALLY TRANSFORMING TRAVEL

Officially launched yesterday, the VIAFIA website aims to change the way the FIA network delivers international tourism services.



The new VIAFIA website was launched yesterday in an online meeting in which FIA Tourism Services Director Habib Turki explained the functionality of the portal and how it will replace the OTA platform.

OTA was a platform conceived to help Mobility Clubs and their members access mobility and tourism-related data pertaining to each country or territory where a Mobility Club operated.

For some time, however, the OTA site has been considered technologically obsolete and a new model was needed to adapt to the current environments and reach the audience that was previously inaccessible through the original OTA Platform. Supported by funding from the FIA Innovation Fund, the new VIAFIA site brings the search for information necessary for cross-border travel purposes up to date with an improved interface and user experience as well as vastly broader functionality.

Habib Turki took the meeting participants on a walkthrough of the site demonstrating how features such as Club and country searches are accessed. He demonstrated how deeper queries can be raised through ticketing and responses function, and explained how VIAFIA allows users to upload documents, data, and implement a tailored Club design so that users consistently retrieve the most relevant information that feels both formal and personal.

Information featured on the site ranges from data relating to traffic regulations and their respective penalties, all the way to importation of furniture into a country. Extensive

user editing features mean the site will constantly evolve and remain current.

The FIA Tourism Services Director also explained the subscription models being rolled out in tandem with the full launch of the site on 1 January.

A basic subscription fee of €350 will be included in the membership fees of all FIA Mobility Clubs and the site will be open to all Mobility Members. That level of subscription would give access to basic information on FIA services and data collection by the FIA including general information on tourism, document sharing and COVID-19 restrictions. A premium subscription, similar to the old OTA subscription will also be available on a voluntary basis and this will feature entry/customs information, details of traffic law, road networks and vehicles, and information regarding the permanent importation and export of vehicles from countries. FIA Member Clubs that already subscribe to the OTA platform will be automatically upgraded to the premium VIAFIA subscription.

CONTACTS

For further information on subscriptions, please email:

hturki@fia.com

bnordlund@fia.com

tstuart@fia.com

#PurposeDriven

MAKING A POSITIVE IMPACT

#PurposeDriven is an FIA initiative to showcase how the Federation and its Member Clubs can accelerate concrete action in making a positive contribution to society.



FIA President Jean Todt opened the meeting alongside FIA Secretary General for Sport Peter Bayer and FIA Secretary General for Automobile Mobility and Tourism Andrew McKellar, by discussing the four main pillars of the initiative, which are 'Health and Safety on Road and Track', 'Environment', 'Diversity and Inclusion'; and 'Community Development'.

"#PurposeDriven was built on the belief that Motor Sport and Mobility Communities should strive for more. Already we have seen some achievements, our sport is a laboratory for developing safety mechanisms that work on the track as well as on the road, and this goes beyond innovations like the Halo," said the FIA President.

This was echoed by Peter Bayer who used examples from Formula 1 and Formula E, to highlight the relevance of the #PurposeDriven initiative.

"What we do is a lot more than going around fast in circles and we felt that, by explaining this to the world, we would change people's perception and they would understand that our activities have a purpose and make a global positive contribution to society. It's now gathering a certain momentum: Formula 1 has #WeRaceAsOne and Formula E has #PositivelyCharged. And I guess I can proudly say today that we are all fuelled by passion and driven by purpose," he stated.

Andrew McKellar noted that the #PurposeDriven initiative can play a key role in positioning the Federation as an agent of change.

"#PurposeDriven is a logical extension of the communications platform we've had for many years, such as FIA Action for Road Safety, which was a very focused theme around road safety. Of course, safety remains central and important, and in the COVID-19 context we continue to emphasise that, but there are other things that we aspire to and look to contribute to, in order to make the world a better place," he said.

The focus then turned to the key initiatives taking place to facilitate #PurposeDriven in 2021, with the opening presentation discussing the International Olympic Committee (IOC) utilising sport as an enabler for Sustainable Development Goals and an opportunity for responsibility.

IOC Director Corporate and Sustainable development Marie Sallois gave an overview of the IOC's key achievements between 2017 and 2020, including all cities in upcoming Olympic Games being part of the C40 network and committed to delivering carbon neutral Games.

The aim for the IOC is to have climate positive Games by 2030 and create a lasting legacy that includes benefits for people in host cities and the Olympic Movement. This is being done through workshop forums, technical working groups, using athlete voices for support, and through the utilisation of online resources.

The meeting was then given a presentation on the Federation's newly published 'Report on the Contribution of Motor Sport to Health, Safety and Environment'.

Matthew Sexton, Strategy Director at Futerra, told participants that, following thorough analysis of nearly 100 projects, the report highlights 26 motor sport innovations with a positive impact on health, safety and the environment.

The case studies are organised into six broad themes covering better healthcare, technology and knowledge transfer that have positively affected society, improved road safety, electric mobility sector, energy efficiency, and finally future-focused research such as that taking place in the area of advanced sustainable fuels.

The session was rounded off with an overview of how the content for #PurposeDriven is being communicated, with Kekst CNC Director Callum Laidlaw highlighting to Delegates how it is an exciting project that can reach diverse audiences.

AGA 2020 - DAY 3





FIA.COM



TWITTER @FIA



FACEBOOK @FIA



INSTAGRAM @FIA.OFFICIAL