



AUTO + ASSEMBLY

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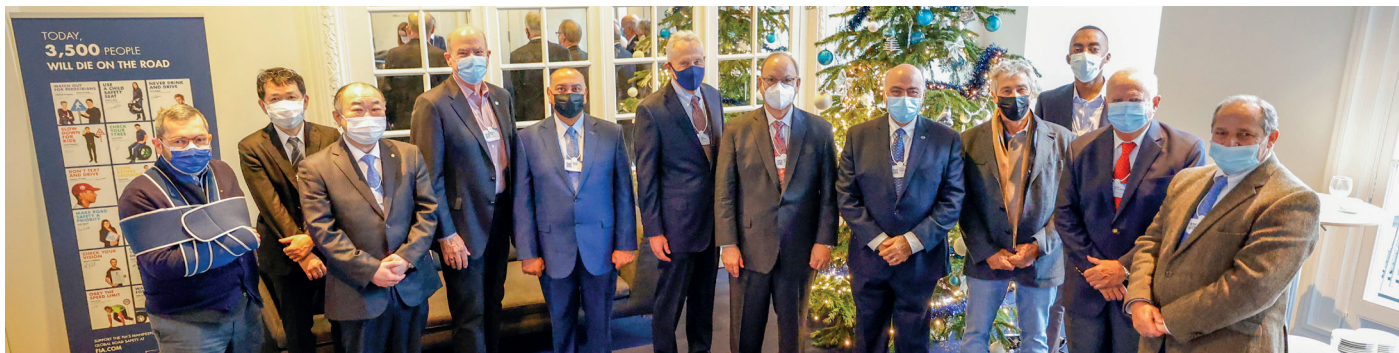
BIENVENUE À PARIS



ASN Development Task Force

REASON FOR OPTIMISM AS CHALLENGES REMAIN

The FIA ASN Development Task Force welcomed representatives from a number of National Sporting Authorities (ASNs) as members of Clubs based in Africa, the Americas, Asia-Pacific, Europe, Middle East and North Africa (MENA) attended in person or virtually.



ASN Development Task Force President Andrew Papadopoulos opened the session by underlining the ongoing difficulties created by the global health pandemic, a chief cause of concern for all ASNs.

"Last year was extremely difficult and 2021 wasn't much easier," he said. "But through our contributions, motor sport of some sort has been able to resume in all countries."

To better understand the number of events and the level of activity within various ASNs, a cross section of representatives was canvassed. While the general situation is more positive than 12 months ago in terms of event frequency and competitor numbers, the emergence of the Omicron variant, coupled with low vaccination rates in some countries, are significant barriers to motor sport returning to pre-pandemic levels.

FIA Vice-President for Sport Surinder Thatti said: "All ASNs are doing motor sport again, but vaccination rates are not fantastic."

In the USA, grassroots competition was "leading the way" in motor sport's recovery. In Japan, there were between 500-600 events compared to 900 pre-2020. However, licence holder numbers have remained at 70,000. Meanwhile, Philipp Ecker from Deutscher Motor Sport Bund e.V. (DMSB) said one-third of its licence holders had not renewed.

Motorsport UK CEO Hugh Chambers is preparing for January and February being "highly restricted" due to government measures in response to the Omicron variant.

FIA Vice-President for Sport and CAMF Deputy Director Wan Heping explained that Chinese circuit racing had resumed with interest in Karting high. However, Rally and Cross-Country events remain suspended.

The meeting moved on to training with FIA Sport Clubs Relations Manager Aline Valinho reporting that nine FIA training webinars had been held between February and October and attracted 481 unique participants across 118 countries. FIA Training and Accreditation Manager Greg Symes gave an overview of the training initiatives and elearning programmes delivered in 2021.

FIA Sport Clubs Liaison Office Project Managers Guido Gaetani d'Aragona, responsible for Europe, and Sela Ghebremedhin, in charge of the Americas and Asia-Pacific, reported good attendance numbers at the FIA American Congress and FIA Sport Regional Congresses for the North European and Central European Zones.

The meeting included an update on two FIA Innovation Fund (FIF) projects: "A report on the Global Contribution of Motor Sport to Economy and Community Development" and the FIA Sport Clubs Development Programme, which Ghebremedhin confirmed would be rolled out in early 2022.

Delegates were updated on the FIA Sport Grant Programme by FIA Grant Manager Madeleine Cardenas, who reported that 122 funding applications from 92 countries totalling €4.78 million had been received.

Carlos Abella, consultant to the FIA on sporting matters, delivered a report on the development of grassroots motor sport through wider competition and highlighted some challenges being faced, particularly for competitors in the 13 countries not belonging to an established zone. Nevertheless, issues associated with competing in different territories or in the face of travel restrictions should not prevent grassroots motor sport from thriving at national level. A run-through the agenda for Thursday's ASN Forum concluded the meeting.

FIA Mobility Services Commission

CLUB EXPERIENCE-SHARING SHOWS THE WAY FORWARD

Yesterday's meeting of the FIA Mobility Services Commission (MSC) began with an introductory speech of the MSC Chairman Luis Figueiredo from ACP, who greeted the 10 MSC members and presented the agenda, which started with a selection of three successful Club case studies.



ÖAMTC Head of Product Management & Marketing - Members Services Alexander Hrdliczka, invited ÖAMTC Head of Analytics Reinhard Bazant, to present the Club's Churn Model Scheme, a key pillar of their members' retention and acquisition strategy.

He demonstrated a modelling tool used to analyse churn probabilities and reduce the churn rate and concluded that it would be interesting if other Clubs adopted the same analytic tools and shared data. Members of the MSC expressed strong interest in implementing the same type of tools in their Clubs.

CAA Director Travel Services Cathy McManaman followed, with a focus on the CAA membership strategy before leaving the floor to her colleagues from BCAA, Brand Experience Director James McDermott and BCAA Membership and Rewards – Consumer Marketing Manager Alexandru Stetin. Together, they presented the success story of BCAA which, despite the global health crisis, has established an annual membership growth rate of 3% thanks to a three-point plan focusing on retention initiatives, including increased membership outbound calling capacity and automatic membership renewal, redefinition of marketing messages and optimisation of the media budget to support new membership sales and renewals.

AMZS CEO Lucija Sajevec, in collaboration with her colleague Janez Križan, concluded with the presentation of Doberavto.si, the used car platform launched by the Club.

This platform is free to access and provides information on mileage, ownership and technical inspection history for used cars on the market. So far, it has achieved great success and resulted in new revenues and new members for the Club. AMZS has committed to helping other Clubs develop similar platforms by sharing its expertise.

The meeting continued with an update on MSC priority projects, including the One Road global rewards programme.

One Road aims to harness the collective power of FIA Mobility Clubs to create a global rewards programme that will offer high-value benefits to members and create new revenue streams for Clubs. It will leverage the FIA network to negotiate with leading global brands in the motoring, travel, retail and leisure fields, and obtain rewards. So far, ACA (France), TCS (Switzerland), ACP (Portugal) and ÖAMTC (Austria) have signed up as pilot Clubs.

The meeting concluded with discussions about the MSC roadmap for 2022 and how to concentrate efforts on projects for which the support of the Commission is key.

There were three main take-aways from the meeting. Firstly, the need to work on a plan to better promote the case studies presented in Commission meetings to all the FIA Members. Secondly, the importance of identifying two or three priority projects per year to optimise the work of the Commission. Thirdly, to be aligned with the strategy of the FIA for youth, which is currently in development, in order to better involve and address the needs of the younger generation.



FIA University Board

MEMBER CLUBS WORLDWIDE RECEIVE EXPERTISE BOOST

Chaired by CAA President and CEO Tim Shearman, the FIA University Board held its 11th meeting during the FIA Annual General Assembly Week.



In 2021, the FIA University continued to boost expertise within Clubs all over the world as 182 participants from 59 Member Clubs in 40 countries benefitted from the knowledge offered. As a result of the global health crisis, two in-person programmes had to be postponed to 2022.

However, the 10th edition of the FIA University Emerging Leaders Programme was able to go ahead at ESADE Business School in Barcelona, Spain, in October with 19 Delegates from 12 Clubs worldwide welcomed.

While courses from ESADE professors focused on business strategy, there were expertise-sharing sessions from seven FIA Club Experts, including two new speakers, ÖAMTC CEO Oliver Schmerold and AASA CEO Willem Groenewald. The fostering of interactions between participants was welcomed by the Board members.

The 6th edition of the FIA University Region IV Latin American Leaders Programme was hosted by FIA Member Club ANETA in Quito, Ecuador end of November. Organised by FIA Region IV and taught by ESADE Business School, the programme welcomed 30 Delegates from 7 Latin American Clubs and focused on rebuilding the organisation, embracing collaborators and building the future. Benefitting from sharing experiences, the programme also provided Delegates with the opportunity to discuss common challenges faced and how they can be tackled by working together.

The FIA University delivered the second edition of the eLearning programme with Coursera, providing Club representatives with a dedicated and personal training experience. Through a one-year access plan, Club representatives can create their own curriculum and choose from more than 400 pre-selected courses in several areas including 'Management and Leadership', 'Innovation and Business Strategy', 'Communication and Negotiation', 'Digital Transformation and Data Management' and 'Mobility and Policy'.

Classes are available in English, French and Spanish for beginner, intermediate and advanced levels and, in 2021, 113 participants from 43 Clubs (21 Mobility Clubs, 15 ACNs and 7 ASNs) took part in the programme. The Board members confirmed that eLearning enabled greater access to training from a wide range of Member Clubs.

Taking advantage of knowledge acquired and connections made attending FIA University sessions, graduates participated in the second edition of the experience-sharing online working groups. These groups facilitated collaboration among Clubs worldwide with a focus on membership services and models.

In 2022, the FIA University looks forward to resuming the Senior Executive Programme at the Columbia University Business School in New York City and the Region II Club Development Programme.

The Board Chair thanked all members for their commitment to the FIA University and their tenure on the Board. The WCAMT meeting on 14 December will appoint a new Chair and renew Board membership.

2022 FIA University Programme dates:

- FIA University Emerging Leaders Programme: Spring 2022 (ESADE Business school, Barcelona, Spain)
- FIA University Senior Executive Programme: 17-19 October 2022 (Columbia Business School, New York City, USA)
- Region IV FIA University Latin American Leaders Programme: second semester, 2022 (Date, location TBC)
- Region II Club Development Programme: second semester, 2022 (Date, location TBC)

For more information on FIA University programmes, please contact fiainiversity@fia.com

AGA 2021 - DAY 1



WELCOME COCKTAIL

The Automobile Club de France (ACF) on the Place de la Concorde was the setting for the FIA AGA Welcome Cocktail last evening.

ACF President and host Louis Desanges took the opportunity to thank FIA President Jean Todt for his work and achievements during his presidency, especially in the field of safety, both on the road and on track.

FIA President Todt, in turn, thanked the FIA Family for its commitment and dedication over the years.





Race to Road: FIA's Vision of Motor Sport's Transition Towards Sustainability

Welcoming the attendees of the 2021 FIA Annual General Assembly opening day's cocktail was a display dedicated to environmentally-friendly power sources in motor sport.

The presentation showcased different sustainable energies propelling cars across FIA World Championships.

Hybrid powertrains, for a number of seasons in use in the FIA Formula 1 World Championship and the FIA World Endurance Championship, are set to make their way to the FIA World Rally Championship, with the new Rally1 Regulations for 2022, and the all-new FIA World Rally-Raid Championship, a competition designed to welcome various alternative power sources.

Electric power, pioneered by Formula E in 2014 and through the series' transition into the ABB FIA Formula E World Championship, is set for more prominence at the highest level of motor sport, with its introduction in next year's FIA World Rallycross Championship season.

The hydrogen-powered Mission 24H prototype (photo right) took pride of place as guests attended the event.





HOW TO TAKE PART IN THE FAMILY PICTURE?

As is the tradition of every FIA Annual General Assembly, we would be delighted to take a Family Photo to remember this unique FIA event.

You can use the **photobooth located in Paris le Grand Hôtel** or the one available on the [online platform](#) if you are attending online.

Should you wish to take a selfie **with your phone**, please send it to familyphoto@fia.com by **Thursday 16:00 (CET time)**.



We look forward to receiving all your portraits and create our 2021 FIA AGA eFamily Photo!

HERE ARE SOME TIPS TO TAKE YOUR PICTURE



Use **natural light**, if possible.



Include your **shoulders**.



Do not use flash. Avoid shadows.



Make sure your face is not too close to the camera.



Smile!



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