



MONTEVIDEO
23-27 JULY

CONFERENCE NEWS

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STRENGTH IN DIVERSITY

BUSINESS DIVERSIFICATION AND RELEVANCE IN A CHANGING MOBILITY LANDSCAPE

The final panel session of the 26th FIA Mobility Conference centred on how FIA Member Clubs can diversify their businesses to remain relevant and viable in a rapidly changing mobility environment.



The session was moderated by FIA Deputy President for Automobile Mobility and Tourism, Thierry Willemarck, who opened by saying, "We are here to listen to the experience of a selection of Clubs from around the world, and how digitalisation and diversification is happening all around the FIA world."

Mr Willemarck then invited the first speaker, Thomas Møller Thomsen, CEO of the Federation of Danish Motorists (FDM) and FIA Region I President, to take the floor and explain how his Club is creating a more diverse strategy to face the challenges ahead.

"The rate of change in our business is really high, and we need to face these changes in real time," he said. "The challenge for most Mobility Clubs is that we are in the autumn of the life cycle of our

traditional products and services. The main point of our strategy is to realise that we have to reinvent ourselves and change the way we engage with our members."

The FDM has defined three areas of focus for its strategy: targeting what is required and who the audience is; developing the membership model to reflect this; and balancing between operating as a traditional organisation and a business. Mr Møller Thomsen added, "We are trying to be even more business minded – we are focusing on how to make money which can be reinvested in services."

Gabriela Goñi, General Manager of the Touring y Automóvil Club del Perú (TACP), then presented ways in which diversification in the corporate landscape can bring benefits to Clubs. "It is clear to us that we can't solely depend on the membership, we have to diversify our income," she said. "We need to improve services, but also take actions to change our organisation to prepare for the future of sustainable mobility. Normally our members are corporate, so we develop corporate partnerships to better meet the needs of our clients. We're becoming a business unit that provides an income, and at the same time works towards reducing traffic crashes."

Ms Goñi also referred to the crucial role of the FIA in supporting Clubs along this process of adaptation and transformation.

A successful diversification story was presented next, with Mike Noon, General Manager of Motoring Affairs, New Zealand Automobile Association and FIA Region II President, explaining the multitude of methods employed by his Club to provide relevant member services.





"We've heard how our traditional models are no longer applicable," said Mr Noon. "What we've been focusing on is the relevance of our Club to our members, and we're pushing the boundaries of that in ways that we've never done before. What we've found is that there are almost no boundaries – as an organisation we're able to negotiate and pass on new benefits to our members.

"Because we have been financially successful, we've been able to offer other services, our advocacy services have increased. We haven't changed subscription in 27 years, but are constantly adding new benefits. It's a model that is working for us and maybe is one that other Clubs should look into. We want to go beyond the car, we want our proposition to be so strong that every New Zealander will see value in being a member."

From an example of a highly developed Club finding ways to develop a long-established business, the penultimate presentation of the panel session came from the Automobile Association of Kenya's Director General, Francis Theuri, who explained how his Club is rapidly expanding through diversification.

Focusing on a strategic alliance with the insurance industry, he commented, "In Kenya, we have a great number of vehicles entering our country every day, so we wanted to look at new ways that we could benefit from this. The cars need an inspection we provide in order to get insurance, but at this time we use the opportunity to sell more of our services. Firstly offering membership, but also things like driver services, travel documents, and driver training."

Thierry Willemarck then introduced the final speaker on the panel – Tim Shearman, President and CEO of the Canadian Automobile Association (CAA) and FIA Region III President.

Mr Shearman started by posing the question, "How do we look at the new realities?" For the CAA, he identified three priorities: Relevance, Digital and Rewards.

"We've put together a team from different areas – including marketing, dispatch and insurance, and it is their role to think about what new services we should be adding," he said. "When

we have a new idea we take it to them, and get feedback before we invest a lot of money, which seems to be working well."

Speaking about their digital policy, he explained how it has developed from a small part of the Club into something that is taken into consideration in every aspect of their operations.

Finally, speaking about rewards, Mr Shearman highlighted the significance of data collection through rewards schemes as a means of adding greater value both to customers and to partners. "We can collect data from any point of sale terminal," he continued, "and we overlay the rewards data with our membership data."



EMBRACING THE DIGITAL ECONOMY

As a Professor at the Columbia Business School in New York, David Rogers spends much of his time helping business leaders adjust to the digital age, and teaching them techniques for maximising the potential of their businesses by utilising today's, and the future's, digital tools.



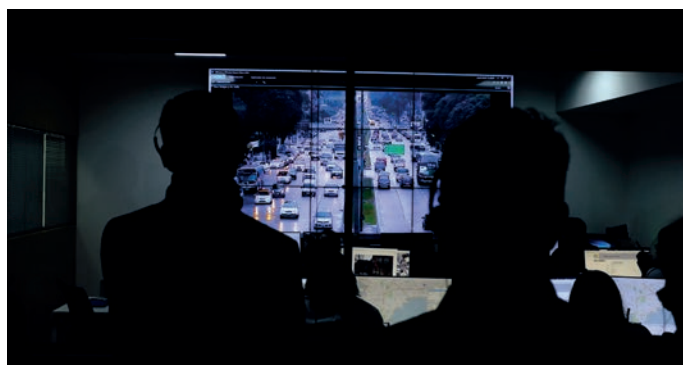
¡GRACIAS URUGUAY!

The 2018 FIA Mobility Conference concluded on Thursday with FIA President, Jean Todt, and Deputy President for Automobile Mobility and Tourism, Thierry Willemarck, both praising the host club, the Automóvil Club del Uruguay (ACU) and its efforts in organising a wonderful event.



MONTEVIDEO INSIGHTS

On the final afternoon of the 2018 FIA Mobility Conference, delegates had the option of participating in one of three different activities demonstrating practical mobility past, present and future. The Montevideo eMobility and Smart Cities Forum included the presentation of second 2 FIA Smart Cities Award to Santiago de Chile for innovative solutions to modern mobility challenges. Delegates also had the opportunity to tour the ACU's facilities and historical museum, or the Montevideo Mobility Management Centre.



A NIGHT TO REMEMBER

Following the official closing of the 2018 FIA Mobility Conference, the 160 delegates from all over the world rounded out the week with a real 'Uruguayan Night' at the Mercado del Puerto – a Montevidean institution located between the port and the Old City. A casual evening of traditional cuisine and outstanding entertainment brought the FIA Community together before representatives return to their respective home countries.







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