




REACHING MOBILE CONSUMERS
Communicating Tunnel Safety - Introduction

CAROLINE OFOEGBU
FIA EUROPEAN BUREAU

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REACHING MOBILE CONSUMERS

Federation of Touring and Automobile Clubs



150 AFFILIATED MOTORING & TOURING ORGANISATIONS
Membership

- 100m members Worldwide,
- 43m citizens in EU

-FIA Concerns

- Sustainable Mobility,
- Road Safety,
- Consumer Protection and Testing,
- Environment,
- Tourism;

Putting mobile consumers' interests at the heart of policy




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COMMUNICATION STRENGTHS

Strong Brands
Strong Reputations
Strong Campaigns
Own distribution channels
Direct contact to consumers

- Clubs have won **consumers' trust**
- Built on rescue services, consumer testing, advice & campaigns
- ADAC, Germany considered more credible than the Church and Green Peace
- In the Netherlands 3 out of 5 households have ANWB membership



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REACHING MOBILE CONSUMERS

- FIRST PRIORITY "QUALITY AND SAFETY"

Clubs have and will continue to consult with national and international Administrations, operators, experts and institutes of excellence in order to achieve their first priority "Quality and Safety of the European mobility infrastructure" for their members and mobile consumers in general

BASED ON ON-GOING DEVELOPMENT

- FIA clubs continue to develop information and education campaigns based on expertise, research, development of relevant tools and materials

- COLLABORATION AND COOPERATION

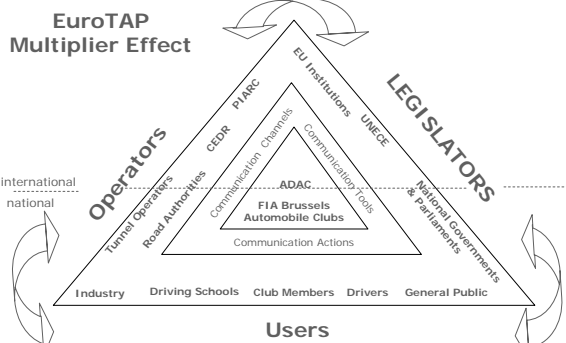
They are ready to work with all interested stakeholders, public and commercial to achieve quality standards and optimal safety



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COMMUNICATING EUROTAP



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THANK YOU

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