

'It's been great to refine my skills on the road all year long, being a smarter, safer and more efficient driver'

Challenge winner Anders Lindström received his trophy from FIA Deputy President Thierry Willemarck (right) and 'Mr Le Mans' Tom Kristensen (left).



STREET SMARTS

03

In 2019 the FIA launched its Smart Driving Challenge to reward smart, safe and eco-friendly driving, and in December the lucky winner received the initiative's top prize

TEXT
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Each year, in the first week of December, the winners from the FIA's major championships, such as Formula 1 and World Rally, come together to be awarded their trophies at the glittering FIA Prize-Giving ceremony. But last month in Paris, there was one winner who was more surprised to be there than the rest – Anders Lindström, a regular motorist from Sweden.

Three days before the gala, Lindström won the final of the first-ever FIA Smart Driving Challenge, (FIA SDC) a global challenge that rewards smart, safe and eco-friendly skills at the wheel. Competing against seven other finalists from across the world – including France, Great Britain, Qatar, Sweden and Singapore – Lindström navigated a pre-determined 4km course across the streets of Paris and recorded the best efficiency average to take the ultimate prize.

Part of his award was an invitation to the FIA gala and, although he would receive his trophy before the ceremony, he could still appreciate the

winning feeling among legends such as six-time F1 World Champion Lewis Hamilton. It certainly helped that he was awarded his trophy by FIA Deputy President for Automobile Mobility and Tourism Thierry Willemarck and nine-time Le Mans winner Tom Kristensen in the presence of team leader and FIA World Rallycross star Kevin Hansen.

On the occasion, Kristensen pointed out the similarities between smart driving and his own competitive experience. "Concentration, cleverness and focus are critical in order to deliver the best performance," he said. "The FIA Smart Driving Challenge is a great development promoting these skills."

THE LONG ROAD

Lindström's journey to the top goes back nine months to the start of this pilot season of the FIA SDC. The Challenge, which is supported by

FIA Member Clubs across the world, is open to all motorists and types of car (electric, hybrid or fuel) with the aim to reward the safest and most efficient drivers.

The FIA SDC encourages drivers to handle their car in a safe, efficient and considered way by promoting three smart tips:

- Adapt driving style and speed to the conditions, such as traffic and bad weather.
- Keep a safe distance from the car in front.
- Stay focused on your driving and pay attention to your surroundings.

The pilot season started last May and was organised around 14 heats, each a calendar week in length. Motorists worldwide could join one of 20 teams led by famous professional drivers, such as six-time World Rally Champion Sébastien Ogier FIA World Rallycross star Johan Kristoffersson and BMW works driver Martin Tomczyk.

Run in conjunction with Swedish technology company Greater Than, each participant received

The FIA Smart Driving Challenge was launched last May with the final (main) held in Paris.

an Onboard Diagnostics Reader (OBD) to plug into their car which then connects to the FIA Smart Driving Challenge app activated on their smart phone. This enables a digital platform, called Enerfy, to measure their ability to drive in a smart way.

Enerfy uses Artificial Intelligence (AI) to evaluate driving patterns in real time. The AI platform compares these patterns to a database that has 650 billion unique driving situations, based on analyses of over 50 billion kilometres of driving. The platform can instantly identify when a participant has been driving safely, sustainably and smartly. The platform uses these comparisons to calculate a driving score to determine both the individual and team rankings of the challenge.

The top eight drivers qualified for the final in Paris in December and upon winning the title Lindström declared: "It's been great to refine my skills on the road all year long, being a smarter,

safer and more efficient driver. I have learnt a lot, not only from the Enerfy app, but from my fellow competitors and my team leader. I've really enjoyed the challenge and look forward to continuing to be a smart driver."

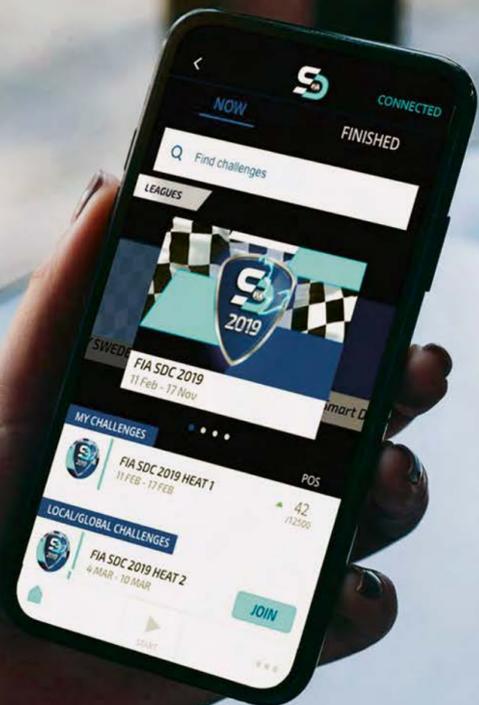
This is one of the initiative's goals and demonstrates that it is successfully changing the way participants approach their own driving, even when not competing.

Jimmy Palmqvist, COO of Greater Than, is particularly pleased with how the first year went, especially as it was seen as a test season for the FIA SDC.

"We aimed to have clubs and team leaders from all over the world for this pilot season and I am happy to say that we made it," says Palmqvist. "We are present in Australia, Singapore, Qatar, UAE, the Philippines, Hong Kong, France, Sweden and Norway.

"We've also got very positive and interesting feedback from our participants on how much

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they actually developed their driving behaviour due to the Challenge. They've all been inspired by their fellow competitors, by the 'gamified' leaderboard, and by the live feedback contained in the app."

Palmqvist admits that they have learnt a lot in running the Challenge in 2019 and will incorporate that into the next edition.

"We have learnt many things thanks to the engagement from the clubs, team leaders and of course the competitors. One thing that is clear is that it is such a fun way to change one's driving behaviour. We've learnt that people participating in the Challenge really improve their driving behaviour in an extremely short amount of time and continue to drive much better than prior to the Challenge."

One addition for 2020 will be a number of quarter-final stages throughout the year, which will enable competitors to qualify for the final during the whole season. So even if joining the challenge after the summer, a competitor can qualify for the final.

Another route to the final will be national championships that will be run by FIA Member Clubs, with the winner of each qualifying directly for the final.

TECH TRANSFER

The 2019 season participants were required to use an OBD reader and plug it into their car to transfer data to the app. From season 2020,

Greater Than aims to develop a non-OBD solution in addition to this.

Competitors that have an infotainment system in their cars will not need the OBD, as the app will be able to connect directly to that and measure driving style.

In addition, the driver response within the app has been improved to give participants fine-tuned examples on how to improve their driving. Communication in the app between competitors themselves and the team leaders is also improved.

"We will bring the Challenge to a new level with increased engagement by having more clubs on board, adding several new team leaders and engaging thousands more competitors from around the world," says Palmqvist. "We cannot stress enough the importance of a safer and more sustainable road environment, which we're sure this initiative will help with."

CLUBS FRONT AND CENTRE

In the first season, 12 FIA clubs joined the Challenge: Automobile Club Association (France), Automobile Association Philippines (Philippines), Automobile Association of Singapore (Singapore), Ceylon Motor Sports Club (Sri Lanka), Emirates Motorsports Organisation (United Arab Emirates), Hong Kong Automobile Association (Hong Kong), Kungliga Automobil Klubben (Sweden), Norges Automobil-Forbund (Norway), Qatar Motor and



The Challenge uses an app (top) to measure how efficiently a driver is performing.

Motorcycle Federation (Qatar), Royal Automobile Club of Norway (Norway), Royal Automobile Club of Tasmania (Australia) and Svenska Bilspportförbundet (Sweden). And FIA Deputy President Willemarck is confident more will join for 2020. "We believe initiatives such the FIA Smart Driving Challenge can improve driver behaviour and invite more clubs to join the challenge and lead that change," he said.

Registrations for the 2020 FIA Smart Driving Challenge are open and drivers can start practicing and refining their driving now. The next winner is probably already on the roads.

The 2020 season starts in January and can be entered via the app FIA SDC. ◀



CHAMPIONSHIPS

FIA-CERTIFIED GRAN TURISMO CHAMPIONS CROWNED IN MONACO NOVEMBER 2019

The second year of the FIA-certified Gran Turismo Championships established digital motor sport as one of the most exciting new developments in racing as it expanded to reach huge audiences around the world.

Polyphony Digital Inc.'s stunning Gran Turismo game has sold over 80 million copies since it launched, and the latest iteration, Gran Turismo Sport, is the platform for the thrilling racing of the Nations Cup and Manufacturer Series.

As well as the online competition, the Gran Turismo World Tour featured six live events to bring together the fastest Gran Turismo racers in the world that were streamed on various platforms. Paris, the Nürburgring 24H race, New York, Red Bull's Hangar-7 in Salzburg, and the Tokyo Motor Show all played host to stunning events before the World Finals in Monaco at the end of November.

Germany's Mikail Hizal put in a dominant performance in the Nations Cup, while Toyota emerged at the head of a close-fought Manufacturer Series with Igor Fraga (BRA), Tomoaki Yamanaka (JPN) and Rayan Derrouiche (FRA) taking the driving duties.

www.gran-turismo.com



NATIONS CUP Germany : Mikail Hizal



MANUFACTURER SERIES Team TOYOTA : Rayan Derrouiche / Tomoaki Yamanaka / Igor Fraga

