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iMobility Challenge Partners:

Fédération Internationale de l'Automobile (FIA)
Association des Constructeurs Européen d'Automobiles (ACEA)
Comité de Liaison de la Construction d'Equipements et de Pièces Automobiles (CLEPA)
European Road Transport Telematics Implementation (ERTICO)
Technical Research Centre of Finland (VTT)

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Executive Summary

This report provides an overview of the iMobility Challenge project over its first year. It contains a summary description of the project's context and objectives, a description of the work performed since the beginning of the project and the main results achieved so far, the expected final results of the project and their potential impact and use (including the socio-economic impact and the wider societal implications of the project so far).

iMobility Challenge Context and Objectives

iMobility Challenge is a 24 months project aimed at demonstrating, promoting and boosting the deployment of ICT systems for efficient and sustainable mobility. The project highlights both off-the-shelf products (i.e. technologies that have just been launched on the market) and emerging technologies addressed by current research. In particular focus is placed on new mobility trends such as cooperative mobility. Thus the iMobility Challenge aims, through various outreach activities, at paving the way for the new generation of connected cars, which are able to communicate with each other and with the infrastructure. This will be done through campaigning activities and events, notably mobilising the appeal of celebrity FIA motorsport drivers.

iMobility Challenge operates in the context of the "iMobility Forum", a multiple stakeholders platform that collaborate to accelerate the deployment of ITS (Intelligent Transport Systems). Succeeding to the eSafety Forum, the iMobility Forum field of work includes ICT systems for resource-efficient and clean mobility in addition to the latter's focus on ICT-based safety technologies. This reflects societal changes that have brought traffic-related environmental issues such as fuel efficiency to a high level of importance.

The Specific objectives of iMobility Challenge are to:

- Promote the deployment and use of intelligent vehicle systems for energy efficient and sustainable mobility, with a particular focus on cooperative systems.
- Support the implementation process for priority systems in the field of energy efficiency, notably as directed by EU legislation (Gear shift indicators, Tyre pressure monitoring, eCall, etc.).
- Conduct and promote public outreach activities.
- Report on and promote international iMobility activities. The project will support the activities of the iMobility Forum and its Working Groups.
- Organise iMobility awareness raising events for policy makers with vehicle demonstrations, and national awareness events for users with demonstrations, driving experiences and training open to the public.
- Conduct support studies documenting the socio-economic impact of iMobility systems throughout the project, through a mapping of systems and of products and services based on cooperative systems that support the deployment of ICT for energy efficient and sustainable mobility; and by assessing consumer awareness and demand, and their feedback before and after testing systems.

Project Short Facts

Project Timeline: 1 October 2012 - 30 September 2014

Project Budget (100% EU funding): € 1,550,525.00

Project Website: www.iMobilityChallenge.eu

Project partners:

Fédération Internationale de l'Automobile (FIA)

Association des Constructeurs Européen d'Automobiles (ACEA)

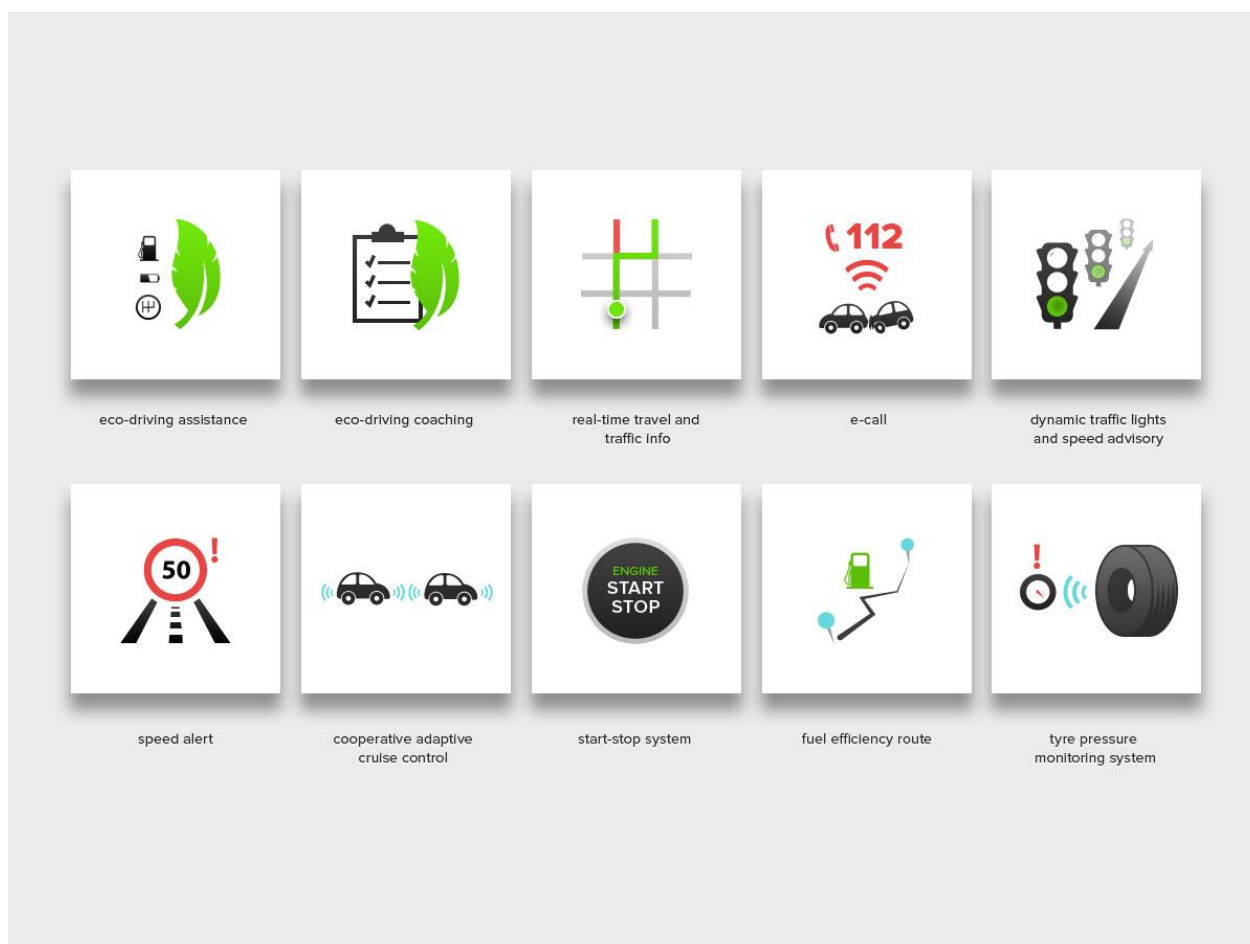
Comité de Liaison de la construction d'Equipements et de Pièces d'Automobiles CLEPA

European Road Transport Telematics Implementation Coordination Organisation (ERTICO)

Technical Research Center of Finland (VTT)

Summary of activities in the first year

The project started with an exercise to determine which new intelligent vehicle technologies should be promoted to the public and policy makers by iMobility Challenge. Ten technologies were identified: eco-driving assistance; eco-driving coaching; real-time traffic information; eCall; Dynamic traffic lights; Speed Alert; Cooperative Adaptive Cruise Control; Start-Stop; Fuel-efficient route choice; and Tyre pressure monitoring systems. This was conducted by the project partner VTT by analyzing available impact assessments and EU project research results.



Definitions of the functions of these technologies are available on the project Website (<http://www.imobilitychallenge.eu/system>) and the iMobility Challenge Brochure ([Brochure](#)).

In particular technologies that facilitate Eco-driving and fuel efficiency are on the spotlight. iMobility Challenge organised its first event precisely on the topic of Eco-driving. An Eco-driving competition among all FIA 2012 racing world champions took place on 7th December 2012. For once those top drivers competed for the title of most efficient, instead of fastest driver! While those celebrity drivers drove in real traffic in Istanbul, an on board device plugged into the cars' OBD (on board diagnostics) calculated a driver efficiency score. The event mobilised a lot of Media coverage which helped launch the iMobility Challenge campaign.



GT drivers, Marc Basseng and Marcus Winkelhock won the title of most energy efficient drivers.

iMobility Challenge also organised an event for policy-makers at the International Transport Forum (ITF) summit held in Leipzig on 22-24th May 2013 where focus was on green Cooperative technologies for urban mobility. Together with the BMW Group, the iMobility Challenge demonstrated dynamic traffic lights, strategic routing and intermodal routing to ITF delegates and VIPs including the German and Norwegian transport minister as well as Swedish minister for Infrastructure. The event was used as an opportunity to communicate to decision makers that cooperative mobility needs strong collaboration between industry and public authorities. The event was endorsed by the celebrity driver Timo Glock who took part in the technology demonstrations.



In this picture FIA Region I Director, Jacob Bangsgaard, racing driver, Timo Glock, Norwegian Minister for Transport, Marit Arnstad, BMW Manager for Traffic and Routing, Ulrich Fastenrath, and Secretary-General of the International Transport Forum, José Viegas.

On 11th September 2013 iMobility Challenge organised its biggest event to date: the iMobility Challenge “Intelligent Mobility for Smart Cities” held at the Valkenburg Airport in the Netherlands. This was a big technology demonstration event that took place throughout an entire day and was opened to both the public and professionals. Inside the airport’s hangar was an exhibition with over 50 companies and demonstrators and on the airstrip of the airport various vehicle technology demonstrations for delegates (over 1800 individuals) to test drive themselves. At the event, four larger “Plenary demos” were presented to the entire audience: Cooperative systems for cities (intersection safety systems and dynamic traffic lights); autonomous driving; eCall; and a race with FIA celebrity drivers who demonstrated the performance capabilities of electric vehicles. The event was endorsed by celebrity drivers: Nico Rosberg, Giedo van der Garde, Robin Frijns, and Kevin Abbring. Test-drive demos for delegates included the possibility to drive electric vehicles and take part in Eco-driving competitions.

At the event the iMobility Awards Ceremony also took place, rewarding industry and policy efforts to accelerate the deployment of ITS (Intelligent Transport Systems) in Europe. Awards were given to Marcel Visser from Gemalto (the Industry / Technology Award) for his work on eCall; Petri Mononen from VTT (the National/Local ITS implementation Award) for his work on large scale field operational tests; and Paul van der Kroon from Rijkswaterstraat (the Policy Award) for his work with iMobility Forum working groups and his role in setting up the Amsterdam Group, a key initiative for the deployment of cooperative systems in Europe. This event also resulted in large media coverage (23 articles published; 5 TV channels coverage).

Pictures from the event at Valkenburg airport:





The iMobility Challenge website www.iMobilityChallenge.eu is the main dissemination tool for the iMobility Challenge Project. The project is also active on Facebook www.facebook.com/imobilitychallenge and Twitter www.twitter.com/iMobChallenge.