

## Foreword

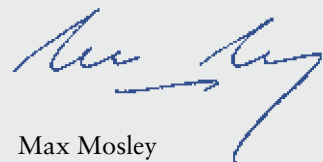
Over the past ten years the AIT and the FIA, together which represent more than 40 million European motorists, have been at the forefront of the quest for sustainable mobility. During this time we have campaigned for safer roads, cleaner cars, and motoring consumers' rights. 'Mobility for All' highlights the progress which has been made towards sustainable motoring. Cars are cleaner than ever before and Europe's roads are becoming progressively safer. However, now is not the time to rest on our laurels. More work is needed in the pursuance of our goal of finding robust, yet dynamic policy solutions to the challenges facing Europe's transport sector in the twenty-first century.

The AIT and the FIA recognise the responsibility of all car users to contribute to sustainable transport, in 'Mobility for All' we set out our policy priorities for achieving such an aim. Our remarks are based upon one of the central facts of modern life, the centrality of the car and car use. Thus, we believe that cars and car users should be placed at the heart of policy considerations. The car of the future will be safer and cleaner than ever before and should be treated as an exciting opportunity rather than as a threat.

The car is the transport mode of choice for the vast majority of Europe's citizens, the proposals in 'Mobility for All' will ensure that European will be able to enjoy sustainable motoring well into the twenty first century.



Jean Meyer  
*President of AIT  
Region I*



Max Mosley  
*President of the FIA*

# Mobility for All

## A Transport and Mobility Manifesto for 2010 from the Alliance Internationale de Tourisme (AIT) and the Fédération Internationale de l'Automobile (FIA)

The car of the future will be cleaner, safer and highly fuel-efficient. Air quality traffic problems in urban areas are becoming a thing of the past and sulphur-free fuel is standard across the EU. The automotive sector is a world leader in its contribution to reducing CO2 emissions. Vehicle safety design improvements have spread across much of the vehicle parc, reducing the risk of injury to car occupants. In-car safety systems are beginning to spread from the executive end of the car market to family cars. Satellite navigation systems are enabling motorists to make informed route decisions, avoiding congested roads.

The benefits from these positive developments are being accelerated by an imaginative tax system that encourages fuel efficiency and technological innovation, and a

co-ordinated voluntary scrappage incentives policy that is removing the oldest, least safe and most polluting cars from the roads. On the roads, accident black-spots are being systematically identified and eliminated and a new ethos of accountable road management empowers road users with information on accident rates and efficiency targets.

This is the vision of the AIT and the FIA for the car in the coming years. If we are to move towards achieving this vision, now is the time to decide on the correct priorities for Europe's common transport policy. This means providing the necessary political and financial support for road infrastructure and vehicle technologies to develop, and it means treating the future of the car as an exciting opportunity rather than as a threat.

## The AIT and the FIA calls for

- A policy strategy, which recognises the economic and social importance of the road sector.
- A policy of decoupling, which does not seek to attack the positive contributions of roads, rather one that concentrates resources on decoupling the negative aspects of road transport.
- A policy strategy, which uses the car as the instrument to achieve sustainable mobility.

### Road Safety

- The AIT and the FIA believe that a vision of zero road fatalities should be established.

### Driver Behaviour

#### The AIT and the FIA call on policy-makers to:

- Promote awareness and responsibility, amongst all road users, through education and information.
- Instigate campaigns to encourage safe driving practices.
- Develop programmes to ensure life-long learning.

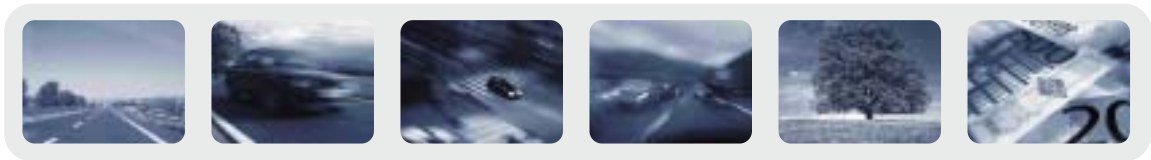
- Target high-risk groups.

- Invest in new technologies.
- Ensure that penalties are fairly applied and proportionate to the offence, and make sure that such regulations contribute to road safety.

### Improving Cars

#### The AIT and the FIA policy agenda for improved car safety consists of:

- Car designs which protect vulnerable road users (pedestrian and cyclists).
- The correct use of easy to use child restraint systems.



- Introduction of driver, passenger, and side airbags in all new cars.
- The introduction of intelligent airbags.
- The introduction of car-to-car communication technologies.
- The early and continued use of eSafety technologies such as driver assistance systems and the e-call emergency system.
- Motorists have to be better informed as to the use of safety devices and new products.

### Safer Roads

#### The AIT and the FIA believe:

- Investment in road infrastructure is a vital component of any road safety strategy.
- The systematic identification, signposting, and eventual correcting of problem areas should be carried out at a Europe-wide level using a methodology similar to that of EURO RAP and EURO-TEST.

- Road safety audits should be carried out when new infrastructure projects are in the design phase.
- The use of new technologies will play a crucial role in the future and their deployment should be encouraged.
- Road users have right to see their tax money invested in a safe road infrastructure.

### Road Infrastructure

#### The AIT and the FIA demands:

- Investment in road infrastructure should be the priority.
- Investments should be targeted.
- Recognition of the benefits of ITS systems, and continued R&D in these new technologies.

### Environmental Aspects of Motoring

**For the AIT and the FIA emission reduction strategies will require a policy mix that encourages the following:**

- New vehicle technologies.
- Alternative Fuel and engine systems.
- Incentives for cleaner, more fuel-efficient vehicles.
- Investment in transport.
- Driver education and information.

### Road Taxation

#### The AIT and the FIA calls for:

- Recognition of the amount of tax motorists pay.
- A cost/benefit analysis of car use to be the basis for a rational and fair taxation system.
- A re-evaluation of the tax base.
- Revenue neutral changes to the tax base in the pursuit of policy goals.
- A fair deal for motorists.



This is the AIT and the FIA's Transport and Mobility manifesto for the future of Europe's Transport Sector. It is a manifesto that guarantees sustainable mobility and one that recognises that the car is truly the star.



## Introduction

Representing some 100 million motorists world-wide, and over 40 million in the European Union, the AIT and the FIA recognise the responsibility of all users of passenger cars to contribute to solving the challenges facing Europe's transport sector, so as to achieve a sustainable transport policy for the next 20 years. This manifesto contains our policy positions and proposals to achieve the aims of sustainable mobility for all, safer roads and cars, cleaner cars, and a fair deal for motorists. The AIT and the FIA's policy positions and proposals are founded on a simple premise based in reality: **the car and car users should be placed at the heart of the policy agenda.**

In order to create a transport policy which delivers sustainable mobility in the twenty-first century we must take account of transport fact, that is the centrality of the car, and the road sector in general, in the modern European economy and society. The car is the transport mode of choice for the vast majority of European citizens. It is unmatched for independence and convenience and its benefit to society will continue to grow as the balance between its social costs and benefits become increasingly positive. Economically the road transport sector is vital, enabling the production process to run smoothly and efficiently. As a sector in its own right road transport contributes massively to the European economy, conservative estimates put the number of people employed by the road transport sector at around 6.5% of the EU's workforce and suggest that it generates about 12% of GDP (ERF, 2001: 9-11). Access to a car is essential for economic and social activity for a majority of people. Car dependence is a social and economic fact and it is too late to turn back the clock. These are the parameters within which policy-makers need to work if they are to achieve sustainable mobility in the future.

However, whilst the AIT and the FIA champion the car and defend the interests of motorists, we are acutely aware of the fact that there are some negative aspects of car use. The AIT and the FIA are committed to reducing, and eventually to eliminating these externalities. In its recent White Paper on Transport, the European Commission made the reduction of road fatalities and vehicle emissions key parts of the Common Transport Policy (CTP).<sup>1</sup> We welcome this political commitment to safer roads and improved air quality. Already the AIT and FIA is contributing to these goals in a number of ways, and will continue to do so.

<sup>1</sup> See European Commission (2001).



## Roads An Economic and Social Necessity

Transport is a key element in the development of any society. Advances in transport technology have extended the range of markets, enabled new methods of production, fostered specialisation, and strengthened social, political, and economic ties between countries and major geographical areas. Indeed, it is possible to argue that the Single European

Market owes much of its impetus to the links provided by a well-established transport network. The road sector, and the car in particular, has allowed the free exchange of goods, services, and people. Thus, the sector is one of the foundations upon which the European Union had been built. In the European Union, transport has been an engine of growth for many years.

Much of this growth can be linked to an increasing level of car ownership, a growth in road haulage and air traffic. In particular, it is road transport which has acted as an engine of economic growth and emerged as the oil which keeps the European economy moving. The weight of the road transport sector within the economy is considerable, not only in quantitative terms (44% of all goods transported in the EU come by road), but also in economic terms as a contributor to GDP and employment. It is estimated that the road sector:<sup>2</sup>

- Creates about 12% of the EU's GDP. Indeed it is possible to argue that these figures are an underestimation.<sup>3</sup>
- Employs 6.5% of the EU's Workforce.
- Accounts for € 318bn in extra-EU trade, and € 778bn in intra-EU trade.
- Provides National Governments with € 270bn in tax revenue, which is around 15% of their revenues.

These data provide only a snapshot of the contribution the road transport sector makes to the economy of the EU. The success of the sector is not,



<sup>2</sup> Data sources: European Commission (2001b), ERF (2001), AIT and FIA (2001b), and ACEA (1999).

<sup>3</sup> When trying to measure the full impact the sector has on the economy, transport services produced by the non-commercial transport sector and private households cannot be ignored. Although they are not directly visible in national accounts, not identifying them as a separate commodity to be added to the output of the 'traditional' transport industries would lead to an under-representation of transport and an under-estimation of its effects on growth and income.

A major part of the transport services society relies upon is non-commercial. If it is not an industry in its own right, transport as a social activity represents an important source of income to the economy. The fact that about half the time individuals spend in their cars is taken up by driving to work, carrying back goods from retail outlets, and using private cars for business purposes raises the question whether these private activities do not really constitute an impact on the production process.



## Roads An Economic and Social Necessity

as some would have us believe, due to unfair competition. The simple fact is that it is the road sector, and in particular the car, which provides the efficiency and flexibility desired by business and consumers. The 2001 European Commission Transport White Paper acknowledges that the demand for road transport will continue to grow. This ever-increasing demand for road transport reflects the level of social and economic activities that it provides in their pursuance. Given that these benefits are high, the role (and therefore demand) of transport has kept growing in production as in everyday life. Indeed, the democratisation of the motor vehicle and economic integration have allowed transport and related expenditure in Europe to grow faster than GDP for the period between the early 1960s and the turn of the century.

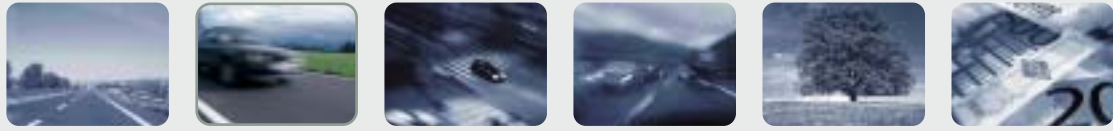
Thus, the talk of decoupling transport and economic growth found in the recent European Commission White Paper<sup>4</sup> is unfeasible. Given the advantages of the road transport sector to the European economy and the role it has played as an engine of growth, it seems that any policy which seeks to decouple transport and economic growth is a policy which seeks to damage the European economy. Rather than attempting to attack the benefits of road transport in a dogmatic manner, European policy-makers should concentrate their energies and resources into efforts to decouple the negative aspects of transport (pollution, congestion, and road deaths), this will be a recurrent theme of this paper.



### The AIT and the FIA demands:

- A policy strategy, which recognises the economic and social importance of the road sector.
- A policy of decoupling, which does not seek to attack the positive contributions of roads, rather one that concentrates resources on decoupling the negative aspects of road transport

<sup>4</sup> The White Paper States: 'By implementing the 60-odd measures set out in the White Paper there will be a marked break in the link between transport growth and economic growth' (European Commission, 2001a: 11).



## The Car A Provider of Mobility and Freedom

**B**ut what of the car in this success story? During the last 50 years the car with its speed, flexibility, and freedom, has revolutionised the way we live our lives. In the nineteenth century the average European travelled about 20 kms a year, today this figure is 20 kms a day. As cars have become more affordable they have given succeeding generations access to new economic and cultural opportunities. Today the car is the dominant mode of transport in the EU, with over 80% of all land journeys made using the car. The vast majority of Europeans do and will continue to rely upon, and enjoy using, their cars. The simple fact is that the car has provided levels of personal mobility and freedom that were previously undreamed of.

The car is the most popular mode of transport in the EU. Other transport modes - public transport, rail, planes, and ferries – simply occupy niches

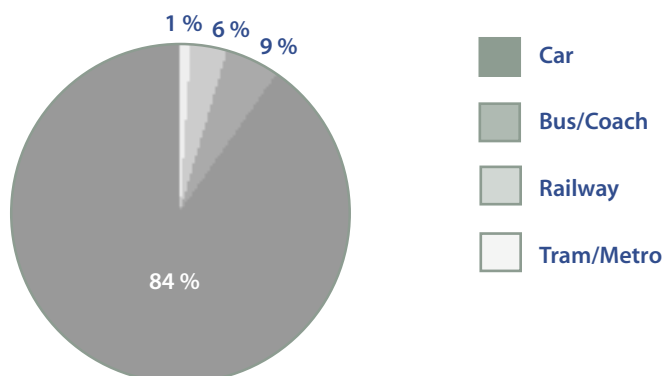
*The point is that people who have cars are able to develop a lifestyle totally different from those who do not have access to a car. It is a life style characterised by low-density living, greater freedom from routine tasks, and the capacity to respond spontaneously to social and leisure opportunities as they arise. From most viewpoints it is superior lifestyle’.*  
(RAC Foundation, 1995:109)

within the overall background. The truth is that the car has become vital. Data from the European Commission (2001a) suggest that the number of private cars is increasing by more than 3 million every year. Thus, despite the slowdown in the rate of growth Europe’s citizens are still demanding cars. The data in Figures Two, Three, and Four<sup>5</sup> show that this demand will continue into the future. The data

also show that the size of the road network has grown at a greater rate than any other form of transport infrastructure as it has sought to keep up with the demand for cars. It is only the road network that can lay claim to be the only true Trans-European Transport Network, linking all parts of the Union. These data reveal the true situation in the transport sector; access to a car is essential for economic and social activity for the majority of people. In many cases, cars are essential for work, taking children to school, security during night-time travel, and trips to hospitals. In rural areas, where no viable alternative exists, the car is the only means of transport. The same is true for Europe’s increasing number of elderly citizens.

The car is the transport mode of the present and the future. It is the mode of choice for the vast majority of Europe’s citizens, offering advantages that are unmatched by any other transport mode. These advantages stem from the fact that the car is an individual transport vehicle, bringing unprecedented freedom and mobility. The car offers efficiency, comfort, reliability, speed, privacy, and security. These are the parameters within which policy-makers need to work if they are to achieve sustainable mobility in the future, it means treating the car as an exciting opportunity rather than as a threat.

Figure One: Land Passenger Transport by Mode (%1998).



Source: European Commission (2001b).

<sup>5</sup> All data from European Commission (2001b) and ANFIA/OICA (2000).



# The Car

A Provider of Mobility and Freedom

Figure Two: EU Car Parc (1970-2010).

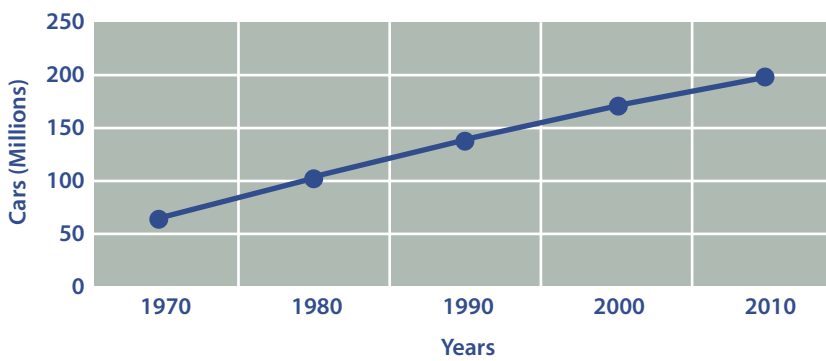


Figure Three: Motorisation (cars per 1000 inhabitants) in the EU (1970-2000).

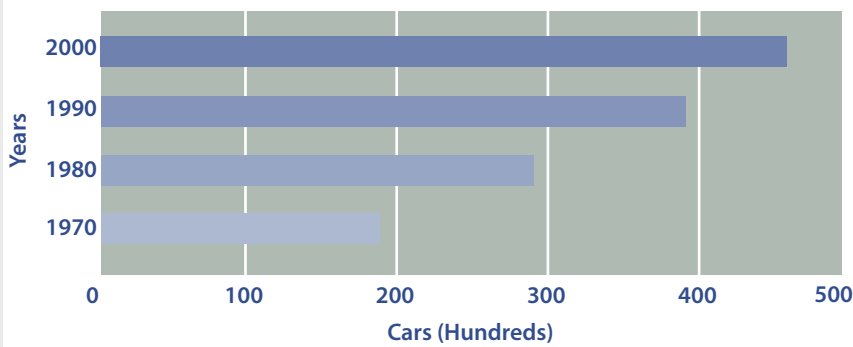
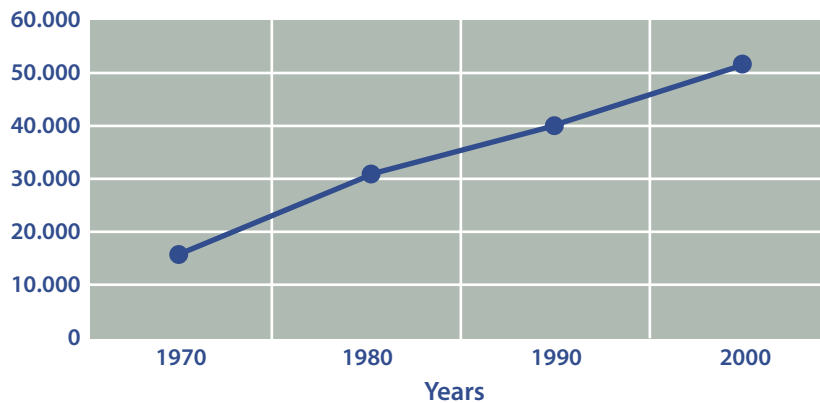
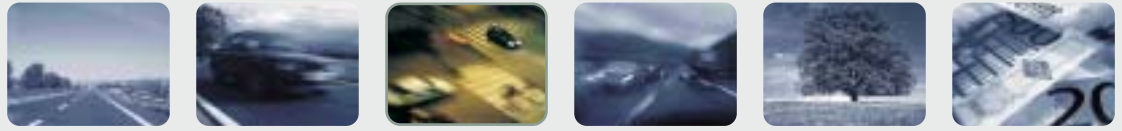


Figure Four: Length of Motorways in the EU (1970-2000).



The AIT and the FIA calls for:

- A policy strategy, which uses the car as the instrument to achieve sustainable mobility.



## Road Safety

At present 41,000 people a year die on Europe's roads, a further 600,000 are hospitalised as a result of road accidents. Road accidents are the leading cause of death for people under 45 years old and lead to more years of lost life than cancer or heart disease. The European Commission states that every life lost is worth € 1mn. Whilst, the economic cost of road accidents is estimated at € 160bn or 2% of the EU's GDP. Beyond the monetary costs, the human tragedy and waste of life are intolerable. In Europe new road safety legislation and pro-active road safety campaigns have helped to reduce road deaths and injuries despite an increase in vehicle ownership. In its recent White Paper, the European Commission committed itself to a 50% reduction in road deaths by 2010. The AIT and the FIA acknowledges this target as an interim step. However, the overall aim should be to reduce the risk of death on the road to zero.



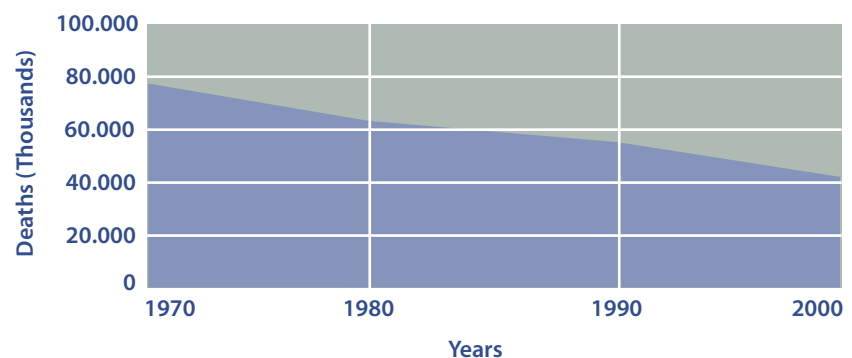
The AIT and the FIA call for:

- A vision of zero fatalities to be established.

Whilst the data in Figure Five show that there has been a significant decline in road deaths, more work is needed in order to pursue the vision of zero fatalities. The European Union needs to adopt a 'system' approach to road safety. The key to this approach is to recognise that road safety is the shared responsibility of all stakeholders, including, users, manufacturers, and governments.

The 'system' approach to road safety is based on the premise that the vast majority of road crashes are preventable: significant numbers of road deaths and injuries are not a fundamental law of nature or an inevitable result of motorisation. Research shows that all accidents can be attributed to one or a combination of three causes: the road user, the vehicle or road infrastructure. Thus, adequate and increased investment in producing better drivers, improved vehicle manufacturing and maintenance standards together with improved road design and maintenance standards can, and will, prevent accidents. A co-ordinated strategy taking these three problem areas into account forms basis of the 'system' approach and is the foundation of the AIT and FIA vision for road safety.

Figure Five: Road Deaths in the EU (1970-200).



Source: European Commission (2001b), ANFIA/OICA (2000).



## Road Safety

### Driver Behaviour



The AIT and the FIA are committed to improving driver behaviour through driver education, information, and the adaptation of new technologies.

The driver of a vehicle plays a key role in permitting the safe use of roads by other travellers. Both age and driving experience are important in determining a driver's crash liability, with mature drivers having significantly lower crash liabilities than their younger counterparts. The combination of youth and inexperience is often a lethal mix. Thus, pre and post-test education are vital steps in equipping novice drivers with the skills they need to drive safely in the modern motoring environment.

However, the commitment to driver education should not stop with younger drivers, through information campaigns we are devoted to raising awareness of road safety issues, addressing seatbelt wearing, drink driving and speeding, with older drivers. Promoting awareness amongst all road users can change behaviour. This learning process needs time and a solid and reliable foundation. We need effective motivation, information and training methods to increase road users' awareness of the safety benefits of traffic regulation. The AIT



and the FIA believe in life-long driver learning.

The AIT and the FIA are involved in a number of projects aimed at driver education so as to improve their behaviour:

- Through our member clubs, who have for a number of years provid-

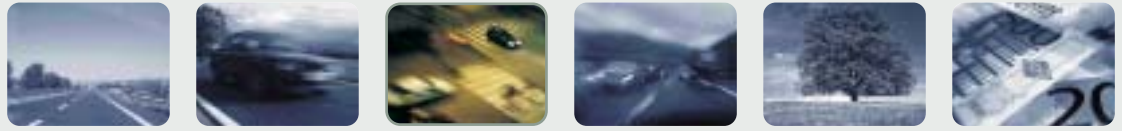
ed post-test training, we are involved in the Commission sponsored ADVANCED driver training programme.

- We have co-ordinated the 'Ten Seconds – Think Before You Drive' campaign, with support from the European Commission. The campaign's central seat belt message



The AIT and the FIA call on policy-makers to:

- Promote awareness and responsibility, amongst all road users, through education and information.
- Instigate campaigns to encourage safe driving practices.
- Develop programmes to ensure life-long learning.
- Target high-risk groups.
- Invest in new technologies.
- Ensure that penalties are fairly applied and proportionate to the offence, and make sure that such regulations contribute to road safety.



## Road Safety

reached a combined media audience of more than 500 million across the EU. At the national level, our member clubs are involved in similar programmes to promote road safety.

- Thanks to the EUROTTEST project, the AIT and FIA member clubs have, in co-operation with other stakeholders (the Commission and the UNECE), developed a set of guidelines for safe driving in road tunnels.
- We are also involved in projects that aim to harness emerging technologies to the cause of road safety. One such project is the AWAKE project which aims to combat driver fatigue.

This is the AIT and the FIA approach to improving driver behaviour, a combination of education, information, and new technologies to prepare all drivers for the rigours of modern motoring. This approach aims to promote driver awareness and responsibility, thus ensuring safer roads without endangering the individual mobility the car provides. Whilst the AIT and FIA support the implementation of traffic penalties, these laws should be applied in a fair and consistent manner and be simple enough for the motorist to understand the appropriate way in which to behave.



The AIT and the FIA has been at the forefront of recent effort to improve the safety features of modern motor vehicles.

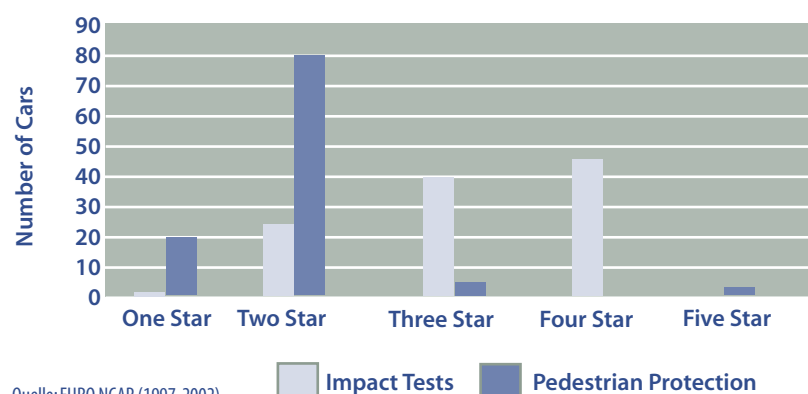
### Improving Cars

We have been vocal supporters of the recent voluntary agreement the European Commission made with the car manufacturing industry which aims to reduce pedestrian deaths through pedestrian friendly designs. However, it is via our involvement in the European New Car Assessment Programme (EURO NCAP) that the AIT and FIA has made the greatest contribution to car safety. The award winning EURO NCAP, which conducts crash tests on new cars,<sup>6</sup> has not only

dramatically improved the quality of safety information available to consumers, but it has been responsible for a revolution in the way cars are designed and marketed. The standards employed in the EURO NCAP tests are much more stringent than the minimum standards set down in EU law. The data in Figure Six show the scores received in the EURO NCAP tests.

The data in Figure Six show the proportion of cars receiving higher star ratings (three or above) in the impact tests is greater than those receiving low scores. This is due to the tough standards imposed by EURO NCAP, its tests are recognised by consumers and legislators as the crash test standard, car manufacturers know this and have responded. Unfortunately, the data on the pedestrian protection

Figure Six: EURO NCAP Scores, Frontal/Side Impact Tests and Pedestrian Protection.



<sup>6</sup> EURO NCAP conducts frontal and side impact tests and uses a variety of tests to evaluate the level of pedestrian protection offered by a car. The cars tested are judged by a star rating system (five being the safest) in these two categories.



## Road Safety

tests are not so positive. They show that the majority of cars tested still receive ratings at the lower end of the scale. Vulnerable road users such as pedestrians and cyclists need to be protected. Thus, the AIT and the FIA are committed to improving the pedestrian protection capabilities of new cars. We believe that the EURO NCAP programme will encourage the adoption of higher pedestrian protection standards, as it has done for impact standards. We also welcome the decision to produce a Framework Directive in this area.

In addition to our work with impact and pedestrian protection, the AIT and FIA has campaigned for other improvements in car design, in particular we have campaigned for the effective use of child restraint systems

(CRS) and the development of an easy to use system which is compatible across all car-types. The use of a child seat reduces the risk of injury in the event of an accident by some 85% (ADAC, 1997:32). Thus, the correct and constant use of these systems will significantly reduce fatalities amongst Europe's children. Airbags also reduce the risk of injury, the AIT and FIA are in favour of the introduction of driver, passenger, and side air bags in all new cars. We also call for intelligent airbags (tailor made for the car occupants) to be introduced.

The AIT and FIA are also involved in a number of projects which aim at using new technologies to improve car safety, an example of this is the AWAKE project. The emerging eSafety technologies such as driver assis-

tance systems and car-to-car communication technologies offer real possibilities to improve the active safety performance of cars and thus, prevent accidents and fatalities. We call on policy-makers and vehicle manufacturers continue to invest in new technological developments.



The AIT and the FIA policy agenda for improved car safety consists of:

- Car designs which protect vulnerable road users (pedestrian and cyclists).
- The correct use of easy to use child restraint systems.
- Introduction of driver, passenger, and side airbags in all new cars.
- The introduction of intelligent airbags.
- The introduction of car-to-car communication technologies.
- The early and continued use of eSafety technologies such as driver assistance systems and the e-call emergency system.
- Motorists have to be better informed as to the use of safety devices and new products.



# Road Safety

## Safer Roads

Attention to safety during road design, construction, and maintenance can make a significant contribution in reducing the frequency and severity of road traffic accidents. Failure to address the problem of poor road infrastructure threatens to undermine the raising the standards of drivers and improving the safety design of cars.

Unless, sufficient funds are made available for improvements to the road network, we risk the safety of Europe's motoring public. This investment should be carried out in a planned and co-ordinated way, to this end the AIT and the FIA, through our member clubs, supports the European Road Assessment Programme (EURO RAP) and the EUROTEST mobility programme. Both of these programmes aim to increase the information available to motorists so as to improve their safety as well as their mobility. The EURO RAP programme aims to identify the most dangerous roads in Europe. This work will contribute to road safety in a number of ways. It will provide information to national road agencies so that they may pinpoint where work is needed, motorists will be able to alter their driving habits based upon the information provided, and the data will provide a constant review of the safety situation. EUROTEST is a pan-European mobility programme



The AIT and the FIA believe:

- Investment in road infrastructure is a vital component of any road safety strategy.
- The systematic identification, signposting, and eventual correcting of problem areas should be carried out at a Europe-wide level using a methodology similar to that of EURO RAP and EUROTEST.
- Road safety audits should be carried out when new infrastructure projects are in the design phase.
- The use of new technologies will play a crucial role in the future and their deployment should be encouraged.
- Road users have right to see their tax money invested in a safe road infrastructure.

(also developed by the automobile clubs) aimed at improving the quality and safety of transport infrastructure products and services. Improved standards are called for through identifying best practice, failings, and advising motorists accordingly. However, this vision does not stop at the simple maintenance of the network, the intelligent use of new technologies will also have an impact.

The use of technologies such as intelligent signposting and speed management will also contribute to a safer road network. Yet the necessary actions do not come cheaply, priority should be given to investment in road infrastructure, rather than the infrastructure of other modes. Motorists already contribute € 270bn in taxation, yet only a fraction of this is spent on road infrastructure. Mo-

torists have a right to see their taxes being used to finance a safe and efficient road network.



## Road Infrastructure

The AIT and the FIA have a number of other concerns regarding road infrastructure. In the recent European Commission Transport White Paper the problem of congestion on our roads was raised. The AIT and the FIA welcome the opportunity to enter the debate on congestion. It is estimated that the external costs of road congestion amount to around 0.5 % of GDP, and they are predicted to increase to around 1 % of the EU's GDP (European Commission: 2001a). Beyond the economic effects, tackling the environmental damage caused by congestion must be a priority. The AIT and the FIA wholeheartedly support efforts to reduce to congestion as it is in the interest of society as whole, not just motorists. However, we believe that the terms in which the current debate are framed and the solutions emerging from the debate are incorrect. New perspectives and new policy solutions are needed.

The oft presented situation of Europe's road grinding to a halt are simply incorrect. Europe's road transport system works well, contrary to what is heard most of the time. The problem is that congestion is conspicuous when free flowing traffic is not. Data show that the average journey time between home and work, despite the



fact that it takes place during peak hours, is 19 minutes in Western Europe (Gerondeau, 1997). Moreover, this time has not increased, where distance travelled and the number of vehicles on the road continues to do so. Additionally, survey data show that around 90 % of Europe's motorists do not face any problems in their daily commute, thus only 10 % encounter problems of traffic flow (URF and SOFRES, 1993-1996). If Europe's roads were grinding to a halt and congested as some would have us believe, would Europe's citizens still choose their cars over any other transport modes? The truth is that congestion, whilst a problem, is relatively limited and the great majority of journey's take place without problems.

It has already been noted that the vast majority of land transport journeys in

Europe are made using the car. Car use is a democratic choice made by Europe's citizens, no other mode can match the advantages of the car. The idea of relieving road traffic by developing other means of transport comes naturally to mind. However, this is simply not possible. The data in Figures Seven and Eight show that the size of Europe's rail network simply does not have the capacity to move people off the roads.<sup>7</sup> On the other hand,

Europe's road capacity is already large enough that massive investment is simply not necessary to improve the congestion situation. It is Europe's one true trans-national transport network. Rather, a selective increase in the capacity of the road network is needed, only road can relieve the road. This is not to say that we advocate the building many new roads, rather we believe the most efficient use of resources would be a targeted strategy of road building and widening to increase capacity where it is necessary. Additionally, we support investment in other modes of transport, for instance metro systems in urban areas. Yet this investment should not be at the expense of the road network and should not fly in the face of reality.

<sup>7</sup> All data from the European Commission (2001b).



## Road Infrastructure

However, new build or widening schemes need not be the only solution to road bottlenecks. Effective route management can help to divert traffic where alternative routes exist. The progress on introducing road infrastructure managers, supported by the policy-makers, is to be welcomed and should help to ensure a more efficient use of the available road space. This is also an area where Intelligent Transport Systems (ITS) can play a

major role in the future. Whether it is relatively simple electronic real time messaging at roadsides (for example, to advise motorists of possible diversions from congested routes) or sophisticated in-car satellite-based route management, the potential for moving traffic away from bottlenecks at certain times of the day or when an incident has occurred is considerable. The AIT and the FIA, therefore, call for the policy-makers to devote sig-

nificant investment funds to the future development of ITS technologies. Where ITS technologies are already in use the impact on congestion has been significant.

The Variable Speed Limit (VSL) system on the busiest stretch of European road – part of the M25 motorway around London – uses sensors in the road to measure traffic volume and speed and automatically reduces speeds to ensure the smoothest possible flows. The system is popular, has been shown to reduce accidents and does improve traffic flow. Extending this type of system to other problem roads, and developing successor technologies, will ensure that we use existing road capacity efficiently. Given the volumes of traffic on our major roads, when compared with rail or other modes, it seems clear that supporting investment in these congestion-beating technologies must be the main priority for the coming years.

Figure Seven: Length of Infrastructures in the EU (1998).

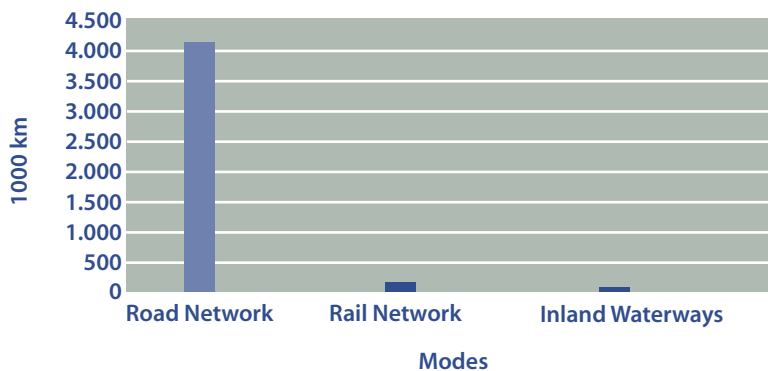
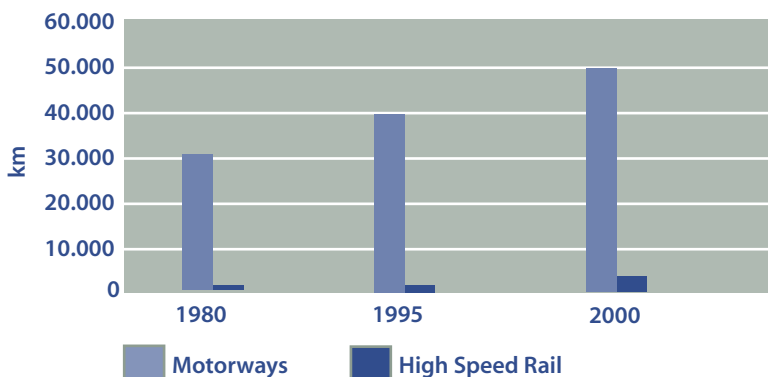


Figure Eight: Length of High Speed Infrastructures in the EU, Road and Rail (1980-2000).



The AIT and the FIA demands:

- Investment in road infrastructure should be the priority.
- Investments should be targeted.
- Recognition of the benefits of ITS systems, and continued R&D in these new technologies.



## Environmental Aspects of Motoring

We can all agree that the environmental externalities of the road sector must be reduced. These reductions, however, cannot be realised by the car industry and car users alone, a partnership with governments, other transport sectors, and the industrial sector must be forged. Yet the car industry and motorists are already doing their bit. Cars are becoming ever cleaner, and the day of the zero emission car is on the horizon. Emissions from cars have fallen and will continue to fall, the car of today produces 95% fewer emissions than in the 1970s. Despite the rapid increase in the number of cars since the 1970s, the road sector is no longer the most significant source of pollution. Today motor vehicles account 15% of global greenhouse emissions. This is of course still too high. Yet the majority of emissions are caused by industrial or household use of fossil fuels, the reductions in car emission are vital but these reductions will only make a small difference if the problem is not tackled in other sectors. The AIT and the FIA welcome the efforts that have been made to reduce the emissions from cars but still see the need for further progress to be made. Additionally, we call on other sectors to make the same efforts in order to reduce their harmful emissions.

Through technical progress the car industry has ensured that cars are cleaner than ever before. Emissions are falling in all areas. More progress is

being made. Over the next few years we should see the introduction of cleaner fuels and more efficient engines. This progress combined the legislative action at the European level means that we can look forward to the zero emissions car. In 1998 the European car manufacturing sector committed themselves, in a voluntary agreement with the European Commission, to reducing CO<sub>2</sub> emissions by 25%. Other legislative acts, such as the recent zero sulphur directive, mean the Europe is now leading the world in controlling vehicle pollution. The AIT and the FIA encourage European policy-makers to continue with this good work and push ahead in areas such as alternative fuels and new technologies.

The AIT and the FIA endorse all of the progress made in reducing pollution. As stated in an earlier publication<sup>8</sup> the AIT and the FIA believe in the 'precautionary principle', which justifies action now to reduce global warming and other harmful emissions. In Climate for Change we put forward a policy agenda that should ensure that cars become cleaner and greener than ever before. This agenda is not based on the doo eyed vision of those who dream of a carless future, rather it is based upon practical and attainable solutions, grounded in the real world, that will provide real benefits to the environment. The policy agenda of the AIT and the FIA has been developed in the context of the overall best interests of society and

human progress. This is particularly important in the passenger car section. Evolving policies and standards for improved environmental performance must be balanced against the need for greater safety and mobility. Thus, our agenda recognises the vital economic and social role of the car in the modern. Taking this fact into account and ensuring that the special role of the car is not threatened is the only way to ensure public support for emission reduction policies. The AIT and FIA policy agenda will allow motorists to play their full part in reducing pollution.



For the AIT and the FIA emission reduction strategies will require a policy mix that encourages the following:

- New vehicle technologies.
- Alternative Fuel and engine systems.
- Incentives for cleaner, more fuel-efficient vehicles.
- Investment in transport.
- Driver education and information.

<sup>8</sup> See AIT&FIA (1999).



## Environmental Aspects of Motoring

### New Vehicle Technologies

The development of new technologies will ensure progress towards cleaner and more efficient cars. On board diagnostics, improved aerodynamics, adaptive cruise control, reduced rolling resistance, and lightweight materials are some of the developments that will improve a car's efficiency, thereby reducing emissions. The use of telematic systems will allow drivers to more sensibly and economically, again improving the performance of the car.

### Alternative Fuel and Engine Systems

This area perhaps offers the greatest challenge for automotive manufacturers, but it also the area that offers the greatest potential for reducing emissions. Whilst, there are still improvements to be made to the internal combustion engine, such as the introduction of direct injection technology, it is the promise of alternative fuel sources and engine types that will provide for the zero emission car in the future. At present there are a range of alternative fuels and engine types being considered, such as bio-fuels, fuel cells, electric vehicles, and hybrid engines. The AIT and FIA support the development and possible introduction of these sources of power. However, we must sound a warning note. It should be ensured that the introduction of these alternatives do not affect the mobility of the individual citizen. In particular, they should not increase the already high cost of

Figure Nine: Emissions of Nitrogen Oxides (kt) by Road Transport in the EU (1990-2020).

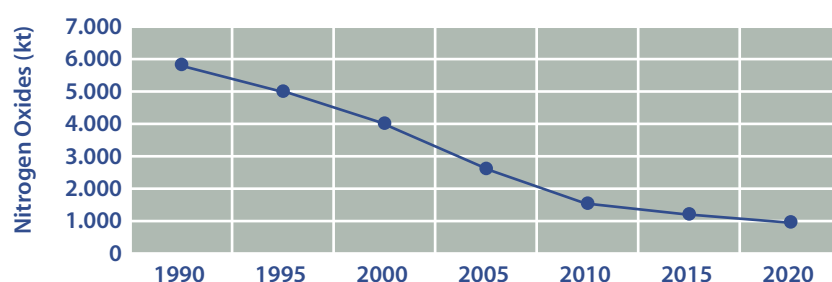


Figure Ten: Emissions of Sulphur Dioxide (kt) by Road Transport in the EU (1990-2020).

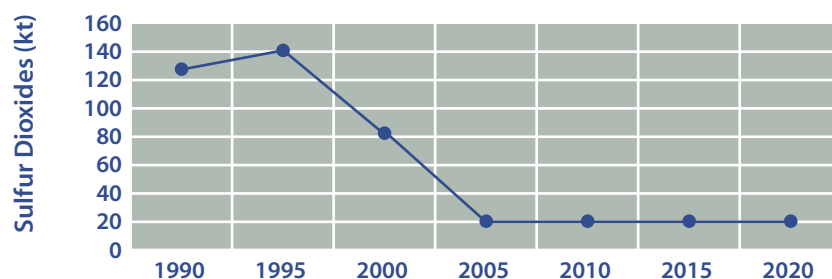
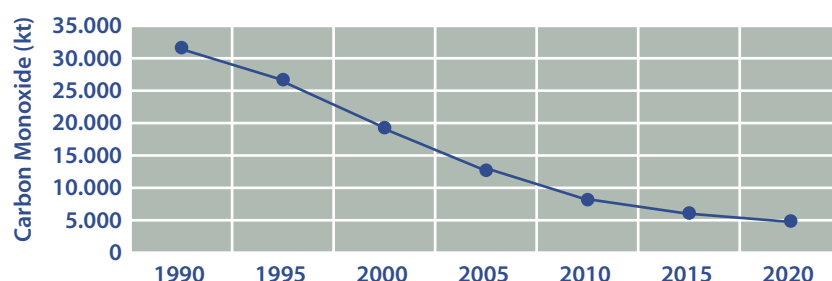


Figure Eleven: Emissions of Carbon Monoxide (kt) by Road Transport in the EU (1990-2020).



motoring, or reduce the freedom that the car offers.

### Incentives for Cleaner Vehicles

Taxation and fiscal policy can play a key role in the fight against pollution.

However, all too often they are used as blunt instruments, which have the effect of increasing the tax burden on motorists and punishing them for being environmentally friendly. The AIT and the FIA believe that taxes



## Environmental Aspects of Motoring

should be used to offer incentives and rewards to those who use cleaner cars. The overall effect to changes to the tax base should be, however, revenue neutral.

### Investment in Transport

The AIT and the FIA believe that governments, besides investing in the car, should invest in other transport modes. Consumers will not switch from car use unless other options exist. Whilst, the car will remain the main form of transport for the majority, better alternative will have the effect of reducing unnecessary car use. Coupled to this strategy of investment

should be a re-evaluation of land planning policies. A more integrated approach to land planning and transport will help reduce the number of car journeys that need to be made.

### Driver Education and Information

The final part of the AIT and the FIA strategy is to improve driver information and education. Encouraging better driving habits, backed up by in-car technology, can lead to efficiency saving of around 15%. The provision of information to drivers on matters such as; car efficiency, fuel efficiency, low resistance tyres, and energy saving

bulbs will ensure that motorists are able to make the right decisions and contribute to the fight against pollution.

This briefly, is the AIT and FIA policy agenda for fighting pollution, it is an agenda based in reality, and one that offers effective action for the future. The data below show the progress that<sup>9</sup> has been made in reducing road sector emissions, and that further progress may be expected.

Figure Twelve: Emissions of Particulate Matter <10 Microns (kt) by Road Transport in the EU (1990-2000).

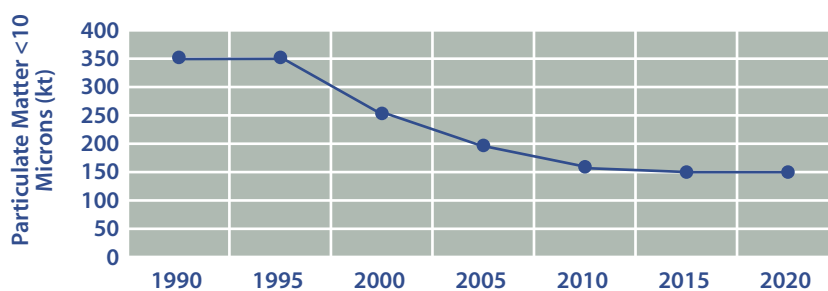
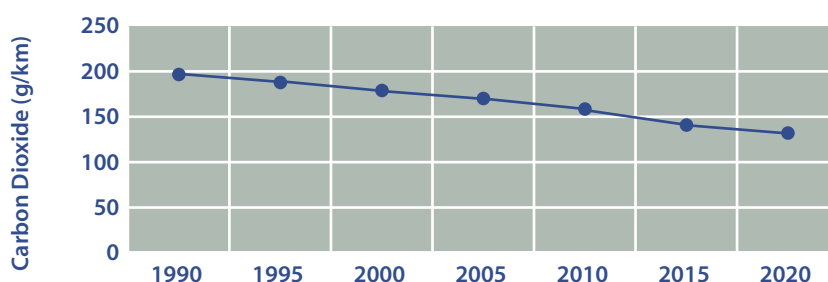


Figure Thirteen: Average Emission Factors for Cars, CO<sub>2</sub> (g/km) in the EU (1990-2020).



9 All data from Auto Oil II Emission Base Case Data (1999).



## Road Taxation



The AIT and the FIA demands a fairer deal for road users in pricing and taxation.

European motorists already provide EU governments with some 15% of their total revenues; the single biggest source. This amounts to over € 270bn a year. Yet policy-makers, including member state governments and the European Commission, have constantly sought to extract more money from motorists arguing such as the cars do not pay their way, and increases taxation will foster environmental protection. Policy-makers believe that simply increasing the costs of motoring will force people to change their transport habits. The simple truth is that motoring already pays for itself, and more, and increasing the costs of motoring will not have the desired policy effects. Motoring taxation is already too high, any effort to increase the burden place on motorists is simply wrong. What is needed is a radical rethink of the tax base, policy goals must be identified and the tax base should be altered accordingly, in a revenue neutral way.

Price is far from being the only factor that transport users take into consideration when they choose a mode of transport. The aspects of punctuality and quality of service also play an extremely important role in these choices and therefore in the use of the various infrastructures

available. Thus, people will continue to use their cars, despite higher prices, as they are the best all-round available option especially when no reasonable alternative exists. Additionally, these extra costs fall on the poorest motorists, who have the least income to spare for their transport and the most to lose if they give it up. Not only do efforts to increase motoring costs fail to improve the environmental and transport situation, but they are also socially regressive. Thus, increasing the cost of fuel and presenting it as an environmental policy will not work and will simply elicit a negative reaction from motorists, as evidenced by the fuel protests in 2000.

Similarly the present debate about internalising the external costs of car use, as outlined in the recent European Commission Transport White Paper which stated that infrastructure charging should be instigated on the 'polluter pays' principle, is based upon an ideological approach to our transport problems that – in the context of the car – bares little relation to reality. It has already been noted that motorists contribute some € 270bn on taxation, we more than pay our way. Of the money paid to governments in taxation only around € 50bn is re-invested in roads, thus road users provide € 220bn in extra resources. Does this really mean that motorists are not paying their way? Road users





## Besteuerung

provide more than enough money to cover the required investments in the road network, there is no need to introduce charging and punish motorists further. Regarding the internalisation of externalities, the AIT and the FIA regards that the debate in this area has been misdirected. Rather than mentioning the positive aspects of car use, protagonists have concentrated upon the negative aspects. The AIT and the FIA believe that any cost/benefit analysis of the motor car would show that the positive contribution made to Europe's economy and society will far outweigh the negatives. In fact, it has already been seen that the negative aspects of motoring are declining. Thus, over time the positives can only grow. The externalities are already being internalised.

An alternative approach need to be developed which is more rational than the current arbitrary and opaque pricing system but one that is more practical than those currently proposed. The tax base needs to be re-evaluated and clear policy goals must be set. However, it should be realised that the car is central and simply increasing costs will punish the motorist. Rather, it should be recognised that car users already pay their way, externalities are being internalised, and motorists need to be treated fairly. It is right that fiscal policy should be used to pursue policy goals, such as environmental protection and road safety, but changes should the tax base should be revenue neutral and provide incentives to motorists rather than punishing them. This is the AIT and FIA agenda for road taxation.



The AIT and the FIA calls for:

- Recognition of the amount of tax motorists pay.
- A cost/benefit analysis of car use to be the basis for a rational and fair taxation system.
- A re-evaluation of the tax base.
- Revenue neutral changes to the tax base in the pursuit of policy goals.
- A fair deal for motorists.

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