

About FTI Consulting



Julia Harrison, Senior Managing Director and Head of Brussels office

A political communications specialist, Ms Harrison specialises in board-level advice and was previously CEO Europe of an international consultancy. With 25+ years of experience, Ms Harrison has been advising top level clients across different sectors.



Louise Harvey, Chair, Strategic Communications

With 25 years experience in consultancy and skilled in running multi-country programmes for clients, Ms Harvey has strong international management expertise and leadership qualities, having run public relations and public affairs businesses in the Netherlands, Belgium and the UK. Ms Harvey also worked for 13 years for the British Foreign Office and dealt with European issues including UK/France bilateral relations and EU relations with third countries and had postings as a diplomat.



Hans Hack, Managing Director, Head of Financial Services

Mr Hack's expertise is wide-ranging on EU financial service regulations: asset management, retail financial services including savings and investment products, financial infrastructure, insurance, audit and banking. He deploys his expertise and extensive network to expertly guide clients through these challenges and the ever-changing legislative environment.



Alejandro Sánchez García, Senior Director, Head of Cybersecurity

Mr Sánchez has over 14 years of public sector experience in different levels of the Spanish Administration and European institutions. Mr. Sánchez has knowledge and grasp of the political, regulatory and operational dimensions of security, combined with his extensive networks in government, intelligence agencies and industry and a deep cybersecurity knowledge.



Ivana Jemelková, Senior Director

Ms Jemelková combines excellent understanding of European policies with extensive experience in association management. As part of her multi-disciplinary portfolio, she is currently running the Brussels office of a European industry association for new technologies in energy and transport. In addition, Ms Jemelková's team has delivered successful campaigns for leading car manufacturers aimed at promoting zero-emission technologies to EU decision-makers in Brussels and Strasbourg.



Marzena Rembowski, Director

Ms Rembowski leads the ICT practice in the Brussels office of FTI Consulting, and is a member of the Competition team. She brings a unique combination of political and legal knowledge, excellent networks and sector specific knowledge to her works for clients. Ms Rembowski is also Vice Chair of the British Chamber of Commerce Single Market Task Force.

GLOBAL SERVICES

A global advisory firm, FTI Consulting helps corporate leaders navigate through moments of transition to deliver a consistent and credible corporate narrative by helping them engage with financial markets and cultivate a growing shareholder base.

www.fticonsulting.com

4,200+
Professionals

106
FTI & affiliates
worldwide

OUR BRUSSELS TEAM

- **INTEGRATED** - The strategic communications division of an international business advisory firm
- **INNOVATIVE** - Our needs driven approach delivers bespoke strategic programmes offering integrated public affairs and communications services
- **INVOLVED** - Extensive consulting experience advising governments, multinational companies, professional and trade associations, industry platforms, NGOs and other organisations

www.fticonsulting.com/about/locations/regions/belgium

20+
languages &
nationalities

60+
Professionals

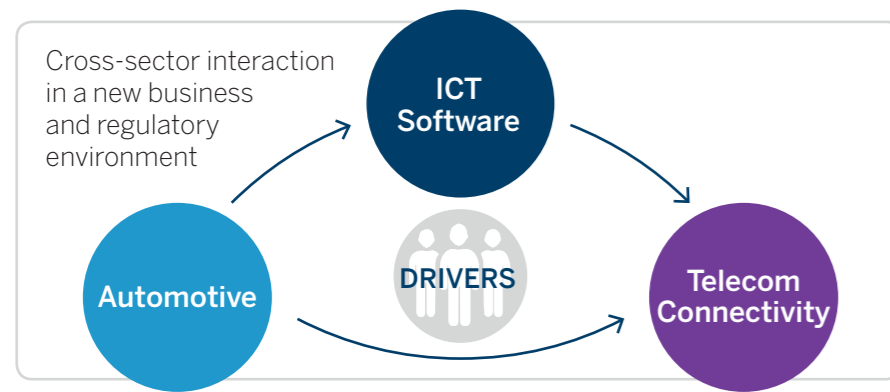
EMEA
Public Affairs
Consultancy
of the year
2015

Enabling Connected Cars

SECURING THE RIGHT REGULATORY ENVIRONMENT



KEY STAKEHOLDERS



CHALLENGES



KEY FACTS & FIGURES

Global market 2015: €31bn
2020: €115.26bn ↗ x4

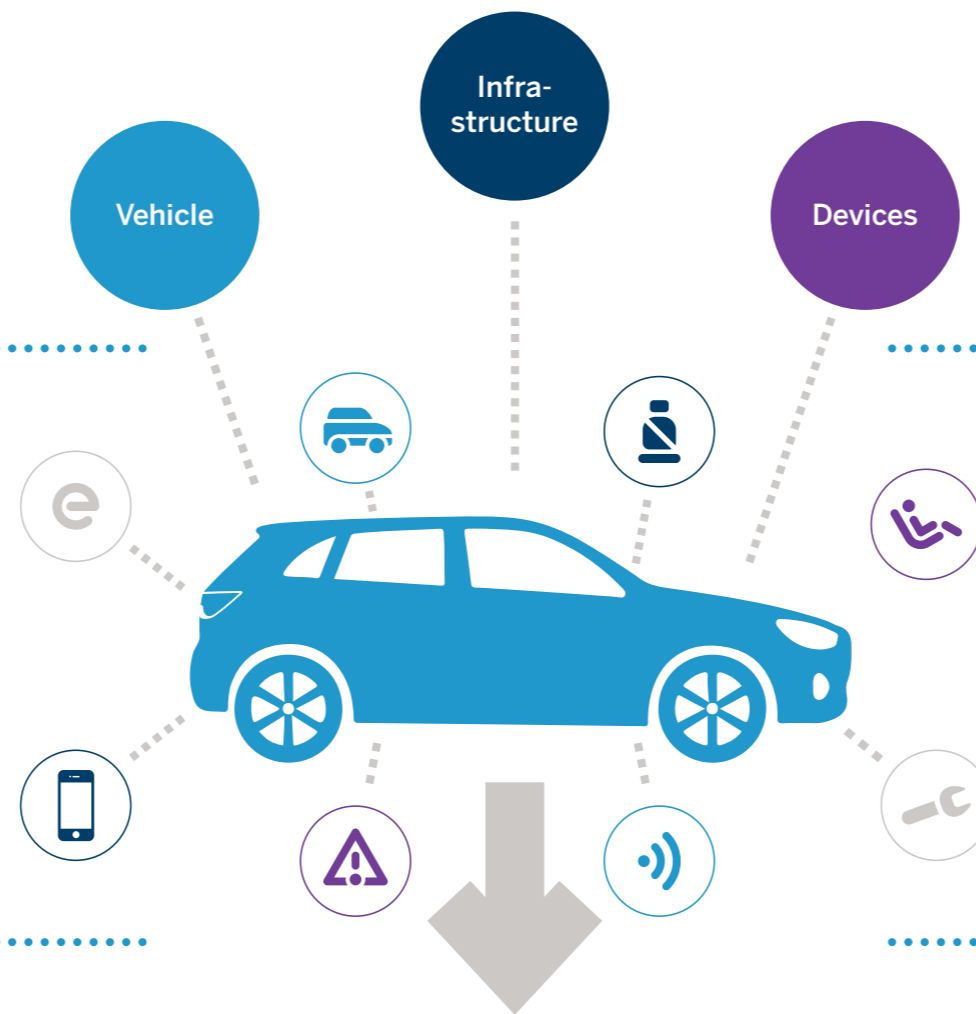
75% Share of automakers without a hacking countermeasures strategy

75% By 2020 – Share of cars built globally that will be able to connect with the internet

10x Faster – Growth rate of connected car market vs overall car market

Sources: EU Commission, Internet of Things- Connected Cars, Case Study 43, February 2015 and Business Insider, Connected cars are almost here, September 2015

Cars that connect & interact...



...enabling new functionalities:

- Safety
- Mobility management
- Mobile payments
- Autonomous driving
- Vehicle management
- Well-being
- Entertainment
- Home integration

EUROPEAN LEGISLATION & INITIATIVES



BENEFITS

- Safety & security
- Productivity
- Energy efficiency
- Health
- Personalised experience
- New business opportunities

CONSUMERS VIEWS

LEVELS OF INTEREST AND AWARENESS IN CONNECTED CAR SERVICES



Source: Telefónica, Connected Car Industry Report, 2014



José Blanco López (S&D)
Spain, Committee on Industry, Research and Energy, July 2015

EUROPEAN PARLIAMENT

"The car industry is experiencing a revolution with regard to the installation of communication technologies in new vehicles. More and more new cars are being delivered with all kinds of applications installed, offering drivers a range of services that have the potential to improve their safety and comfort but also open up the possibility of tracking citizens' movements by transmitting their data. Is the Commission specifically looking into this situation? What measures is it considering to address it?"



Günther Oettinger
European Commissioner for Digital Economy and Society, 16 September 2015, Frankfurt Motor Show (IAA)

EUROPEAN COMMISSION

"Connected and automated cars are not only about building the car itself and the technology inside it. We need to move forward many significant issues before these vehicles are common place on our roads. We need to agree on technical standards, including those on 5G which will be essential for connected cars, and all connected devices in our future economy. We need to resolve legal and ethical questions. What about cyber security? Who owns and receives the data that connected and automated vehicles generate? Do our EU driving rules need an overhaul? Connected and automated driving needs many digital aspects to be in place. This is where we policymakers come in."



David Casa (EPP)
Malta, Committee on Employment and Social Affairs August 2015

EUROPEAN PARLIAMENT

"The move to driverless cars is rapidly becoming a reality. Some test areas already have automated systems in place under controlled conditions. This development will necessitate the development of automated transport systems. Can the Commission indicate whether there are any preparations under way to regulate and legislate on this emerging sector?"