

“Vision 20-20”

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Thank you and good afternoon! [It's great to be in such good company – this room may very well be the most exclusive “truck stop” in Europe today!] Now, I know it's not a common sight to have all ACEA commercial vehicle CEOs at one table. And I guess I can speak on behalf of my colleagues here when I say: *Usually, we are fans of fierce competition.*

But nonetheless, it was important to all of us to join for this common press conference – because we also share one common interest: shaping the future of transportation with sustainable trucks and buses. And there is no better opportunity than the IAA to join forces and tackle this challenge collectively – if we are to continue competing individually!

Before we answer your questions today, we'd like to put three messages up for discussion:

- First, road transport is key to our global economy.
- Second, modern trucks, vans and buses set the standard in terms of safety, efficiency and environment.
- And third, we invite all stakeholders to join us in striking a balance between mobility and environmental protection with an integrated approach.

Allow me to deliver some proof-points for these arguments and I'd like to begin with the economic importance of commercial vehicles.

I. The Backbone of our Global Economy

It's true: Information technology has revolutionized the way we communicate, buy products or do business. You can order almost anything online. **But we still can't send food via email.** The same goes for crude materials, fuel, chemicals, machines and the millions of things that keep our society going.

In the industrialized countries, trucks carry nearly 80 percent of all freight. Statistically, every single day, trucks deliver 70 kg of goods to each European citizen. And the EU has estimated that freight transport volume in the EU15 countries will further increase by a staggering 63 percent by 2030 and that volume will grow even faster in the new member states.

However, trucks, vans and buses carry much more than freight and commuters. Some 250,000 people are directly employed in the European commercial vehicle industry, but their products are also enablers of employment and an engine of economic growth in many other sectors worldwide. China and East Asia are the best reference for this: According to the World Bank, the proportion of people having to live on less than one US dollar per day fell in that region from 56 per cent to 10 per cent since 1981.

This is primarily a result of rapid economic growth. Many states, not just in Asia, moved from developing country to emerging market through trade. And trade always needs transport. So it's no wonder that 40 per cent of all trucks worldwide are now being sold in the powerhouse of economic development: the BRIC-states – Brazil, Russia, India and China.

Trucks, vans and buses are their ticket of entry to progress and prosperity. And in turn, these countries offer huge potential for our industry.

For our planet, however, this boom is also generating major challenges– from congestion, over high energy prices, to global warming. If China and India alone consumed only half as much oil as America, the worldwide demand for oil would more than double. Assuming the current level of technology, the CO2 emissions would rise accordingly.

But less trucks or buses are not the solution, because there won't be less need for flexible freight transport solutions. **So our task is to make sure the trucks and buses of tomorrow serve our society, with minimum impact on our environment.** We've been making some good progress towards that goal and that's the second point on my agenda today.

II. Modern Trucks and Buses: Safe, Efficient and Eco-friendly

First of all, trucks, vans and buses are getting ever safer: Buses already are the safest means of transportation and with technologies such as lane assistant, proximity control and stability assistance, the number of accidents for commercial vehicles can be reduced even further. And even when accidents occur, the cost of the damage is significantly lower – thanks to these safety systems that are already available in our products today.

Second, modern commercial vehicles also continue to get cleaner: **Trucks and buses account for 6 per cent of all man-made CO2 emissions, but we are 100 per cent committed to reducing our share even further.** The commercial vehicle industry has cut the CO2 emissions of its products by more than a fifth since the 1970s. NOx and particulate emissions have been decreased by as much as 85 respectively 95 per cent.

And third, commercial vehicles have become increasingly efficient: Modern diesel trucks with exhaust gas treatment can save on average more than 2,000 liters of fuel every year in comparison to conventional vehicles. That adds up to hundreds of millions of fuel cost savings for the entire European transport industry.

The bus is even benchmark in terms of efficiency: The average fuel consumption per bus-passenger is less than 1 liter diesel per 100 kilometers.

If you take the actual load factor into account, even the one liter truck is already reality: Under optimal conditions, a diesel consumption of 0.8 litre per 100 tonnekilometre is possible for a modern 40-tonne truck.

Now we are determined to bridging the gap between what is theoretically possible today and the values that we actually see out on the road. And that's not the end of the story. For instance with hybrid trucks and buses, we will make sure that the combustion engine remains a serious contender in the race for sustainable mobility.

But at the same time, we are also pursuing alternatives that will exceed the expectations of customers and regulators worldwide in terms of clean operation and fuel efficiency – from trucks running with low emission BTL-fuel to zero emission fuel cell buses.

However – for all of our success as manufacturers in developing technological solutions – our industry alone is not enough to address all of the traffic-related concerns worldwide. That is why we support the idea of an integrated approach – my third and last argument for today.

III. Plea for an Integrated Approach

The rationale is quite simple: If we aim for comprehensive measures to cut fuel consumption and emissions, all relevant parties must be involved. This is not about “finger-pointing” or hiding behind any “yes-buts”. I say it in all clarity: **The commercial vehicle industry will do its share to shape the future of freight- and public transport.**

But political leaders, the oil industry, the hauliers, operators and, last but not least, the drivers themselves must all do their part to help strike a balance between the requirements for mobility and environmental protection. No matter how fuel-thrifty a vehicle is, the driver is also immensely important: an anticipatory driving style can reduce CO₂ emissions and fuel consumption by around 10 percent.

In addition, we need the support of the fuel and energy industry to provide the necessary alternative fuels. Hydrogen, for instance, is the most plentiful element in the universe. But unless our customers find a comprehensive hydrogen infrastructure, the fuel cell technology cannot be competitive. Similar cooperation and support is required to enhance the development and availability of biofuels and CNG.

However, the most important lever to push our efforts in terms of “green transportation” is political support. **We need the governments as allies, not opponents of the commercial vehicle industry.**

First of all, there is urgent need to clear the Europe-wide bottleneck in new infrastructure-investment that currently impacts all transport sectors. Automotive tax revenues in the EU15 add up to 360 billion EUR annually, but only a fraction of this value is re-invested in better roads and traffic systems. China, on the contrary, has doubled its investments in traffic infrastructure to 350 billion EUR from 2006 to 2010. And it pays.

According to experts' estimates, traffic jams as a consequence of an insufficient road network can triple the fuel consumption and hence the emissions of a truck. Substituting only half of the current traffic lights in Europe with dynamic systems for a better flow could save more than 2 million tonnes of CO₂.

And it's not just about more roads, but about more intelligent solutions. A recent study from the European Commission has found that the use of longer truck combinations would increase transport efficiency, reduce transport costs and have positive effects on road safety and the environment. The annual CO₂ savings would amount to at least 5 million tonnes.

Another key issue we want to address with a common voice is the harmonisation of regulatory standards – and this is not just an EU-related topic. In the three largest markets – the United States, Japan and Europe -- we not only have three very challenging but also three very different emission limits in place. Plus, there are three different fuel qualities and three different test-cycles.

For our industry, that usually means that everything takes significantly longer and may cost three times the money. The result is that the impact of environmentally-friendly technologies is not what it could or should be. That's bad for our customers, for our environment and therefore for all of us.

Legislation for the European automotive industry covers roundabout 20.000 pages already. So we appreciate the offer of the European Commission to discuss future regulations in a fair and cooperative manner to incorporate the needs of all relevant parties.

However, last month, the Commission started an initiative to regulate emission limits for vans and mini buses that stands in contrast to this commitment. The proposal to merge emission regulations for passenger cars and light commercial vehicles is not appropriate, because:

- it denies the different characteristics of these two vehicle segments – transport of freight and individual mobility,
- it ignores the immense progress in reducing the environmental impact of vans in the last years
- and it disregards the fact that a single Sprinter-class vehicle offers the loading volume of 6 small vans – but with only a third of the CO2 emissions of these 6 vans.

So in other words: Applying the same legislations for unequal vehicles is counterproductive. But the faster we can agree on fair and harmonised emission regulations, test-cycles and fuels, the sooner and cheaper we, manufacturers, can roll out “green technologies” that will make a difference in the lives of millions of people around the world.

Of course, road traffic alone cannot shoulder all transportation needs of modern societies. **Intermodality is indispensable.** That’s why we explicitly support a free and fair cooperation between ship, train, airplane and road transport.

But until every production plant, every supermarket and every consumer’s home has its very own harbor, airport or train station, trucks will always have one major advantage: **They get the freight where it’s needed and when it’s needed.**

So the expression – “You bought it, trucks brought it” – is even more applicable in the age of Amazon, Ebay and globalisation.

The IAA 2008 is proof, that our industry is more than ready to make sure that it stays that way – with products that allow for a balance between the growing need for transportation and the growing need to save our natural resources.

Ladies and gentlemen, in sum, these are our “take-home-messages” for today:
- we can’t go without trucks, vans and buses
- but we can go with less emissions.

To underline our determination, the commercial vehicle industry has united behind the “**Vision 20-20**”: We will further decrease the consumption of modern trucks by on average 20 percent per tonnekilometre by the year 2020 (1). Our strategy is in line with the recently defined EU objective to reduce overall greenhouse gas emissions by 20 percent towards the 2020 horizon.

Furthermore, with an integrated approach, including alternative fuels, more efficient transport, better infrastructure and supportive policy measures, we could achieve much more to reduce CO2 emissions from road freight transport.

Our industry will actively help shape such an approach. **And we invite all of our colleagues – and for that matter, all interested parties – to team up and join the effort.**

But for now, we invite you, to join us in the discussion...

Thank you!



1. Compared to 2005 / Euro V vehicles.