



ACEA |
EUROPEAN AUTOMOBILE MANUFACTURERS' ASSOCIATION



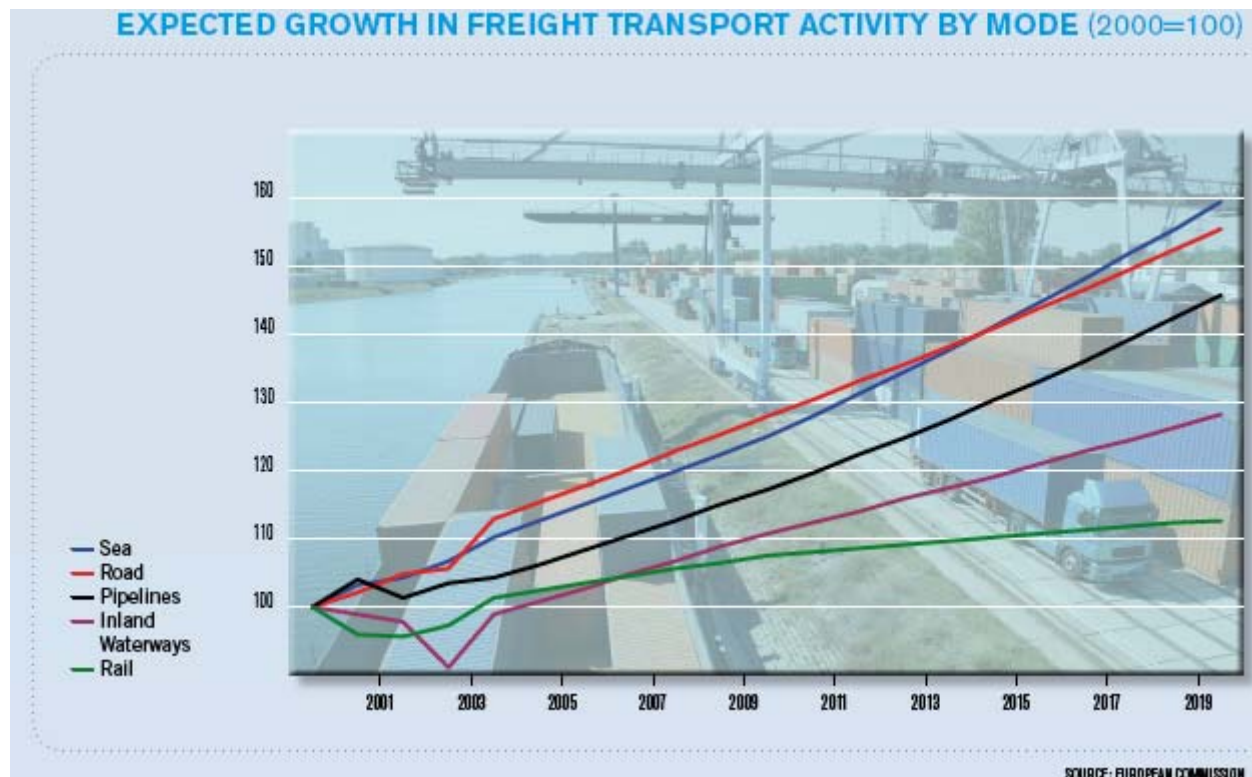
Welcome & Introduction

**ACEA Freight Transport Event
Brussels, 10 December 2008**

Ivan Hodac
Secretary General



Why the ACEA Freight Transport Event?





Trends in the field of mobility and road transport

- Freight and passenger transport expected to continue to grow
- Effective transportation systems are essential to prosperity
- **Affordability** and **access to mobility** are key
- Mobility must meet society's **economic, social and environmental needs** → balance required

The EU policy framework should help:

→ **achieve desired CO2 emission reductions & other environmental goals in holistic way**

→ **maintain and strengthen EU competitiveness & growth**

This the more so in the current economic turmoil!



Challenges for the mobility of the future

- Difficult **economic situation** – high fuel prices, decline in sales, increasing raw material prices, financial crisis, etc.
- **Market driven** road towards more fuel-efficient cars
- Impact of legislation/regulation: **cost-increase** and thus fleet renewal further hampered
- Break-through technologies still need further research
 - Conventional technologies needed as bridge
- Significant improvements only if **technological progress combined with demand change**
- Need for **global, integrated** and **cost-effective solutions**



Europe's commercial vehicle industry

- Enables business, commerce and social life
- A direct source of economic activity and employment
- Almost 2.6 million CV manufactured in the EU every year
- Generating a turnover of nearly € 70 billion
- Accounting for 1 million jobs directly and indirectly
- A further 2.6 million people are employed by haulage industry

European commercial vehicles are the first choice around the globe

- active and passive safety innovation
- engine technologies meeting and surpassing the strictest emission standards in the world



About today's programme

- Keynote speeches
 - brief Q&A
- Coffee break
- Discussion Round (Willy De Backer)
 - The political context
 - Solutions for increasing transport efficiency
 - Priorities for future transport policy
 - Q&A
- Cocktail



Enjoy!



European Automobile Manufacturers Association
www.acea.be