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Keynote Introduction

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The economic situation

- The CV industry should not be confused with the passenger car industry. The CV industry is hit by the recession but does not have a structural problem. The difficulty is to cope with the overall weak demand in the economy.
- Decision makers must acknowledge this situation when planning for new legislation.
- National governments should refrain from actions to protect their national champions and other policies that postpone necessary structural changes. A level-playing field is needed on the European market.
- Protectionist measures must be avoided as diminishing trade leads to lower overall growth and also – to an even larger extent – to a fall in transport.

Global harmonisation

- The commercial vehicle manufacturers act on a global market and increased global harmonisation is vital.
- A global set of test standards is needed at to avoid the development of different engines for each continent because of different certification procedures – to do so is nothing but a waste of resources. The long-term objective is harmonised performance requirements.
- An important step has been reached with the agreement, in Geneva, of the harmonised World Heavy Duty Test Cycle for air quality emissions, which are – by nature, a local pollutant.
- Policy makers should try and adopt this global approach as well to addressing CO₂ emissions – a global issue.

CO₂ emissions

- Decreased fuel consumption and hence decreased CO₂ emissions is a key part of the competitiveness of the CV industry. Fuel stands for 30% of a transport company's costs. Since 1970, the commercial vehicle industry has on average reduced fuel consumption of their products by 1% per year. In addition, logistics measures have resulted in about the same reductions.
- This has been done in parallel with meeting stricter emission levels on NO_x and particles which invariably lead to higher fuel consumption and hence, larger CO₂ generation. For example particles have been reduced with 90% comparing Euro III and the coming Euro VI.
- It is the industry's objective to further reduce CO₂ emissions from modern trucks by 20% per tonne-km by 2020, compared to 2005
- To achieve this combination of dedicated efforts.
 - Smarter logistics has an additional huge potential. Through emerging technologies the number of empty runs can be reduced and better packaging provided on each vehicle. This naturally means better use of the transport capacity.

- By boosting the status of the driver and by making the profession more attractive better driving habits, better fuel economy, greater road safety – and a more efficient transport system can be achieved.
- Continuous development of engines and vehicles. CO₂ emissions are constantly decreased foremost through meeting customers' interest for decreased fuel consumption.
- Biofuels will gradually enter the scene and replace fossil fuels. Renewable fuels are a vital part of the solution. However, decision makers must make sure that the fuels available are also usable by setting the right level of taxation and classifying it as a fuel.
- In addition, hybrid electric vehicles will be an important addition and make an essential contribution.

Sustainable mobility

- The challenge is not to limit shipments, but to optimise all modes of transport and make them as efficient as possible.
- To achieve the best performance in the whole transport system all modes of transport must be allowed to improve its efficiency at the same time as making intermodality a reality. A part of this is to use the right mode of transport for the right purpose.
- Transport efficiency can be boosted overnight, permitting longer vehicle combinations on some routes. A 25-metre long vehicle, for example, will increase transport capacity by 50%. Even more interesting are the effects on efficiency.
 - A typical European combination consumes around 30 litres of fuel per 100 km.
 - A 25-metre combination with 50% more cargo needs only 30% more fuel or even less with a light and bulky cargo on-board.
 - Allowing longer vehicle combinations is an opportunity Europe can't miss!
