



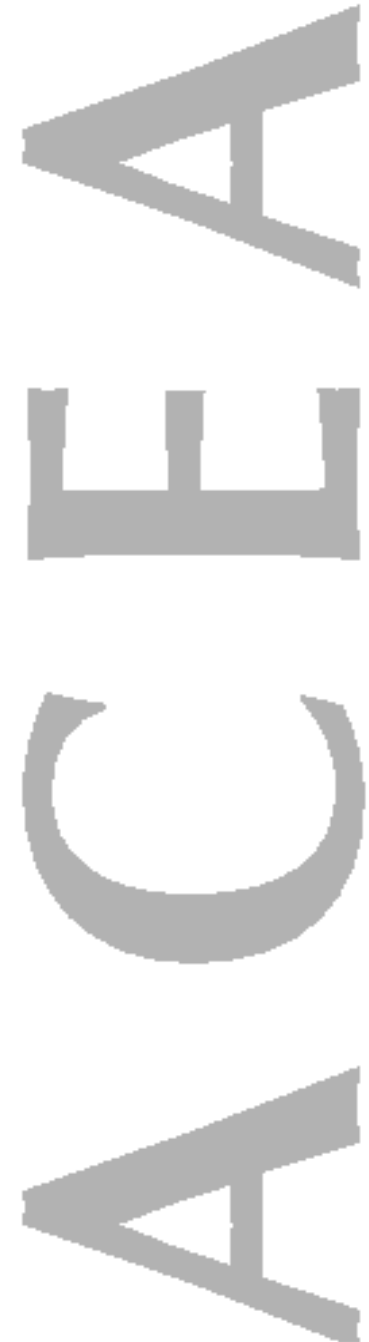
European
Automobile
Manufacturers
Association

Driving the Transition to Sustainable Transport

**ACEA Transport Policy Conference
18 November 2010, Brussels**

Leif Johansson

Chairman ACEA Commercial Vehicle Board





Welcome to our Annual Transport Policy Conference

An exchange of policy trends
and real-life experience:

- Commercial vehicle manufacturers
- Transportation & logistics operators
- EU Commission, Member States and Parliament



ACEA Commercial Vehicle Members		DAIMLER	IVECO
	 SCANIA	VOLVO	VOLKSWAGEN <small>AKTIENGESELLSCHAFT</small>



About Our Industry

- **A key part of the EU economy...**

- ⇒ **11% of EU automotive employment**
- ⇒ **250,000 direct jobs**

Sustained investments
in R&D
5% of turnover

CV manufacturing in
19 European
countries

- **And: with distinct own characteristics**

Providers of mobility
& economic activity





Today's Policy Environment in Europe

Barroso II: Balancing 'green' and 'growth'

- Economic instability
- EU leadership ambition re climate change



... hence, the Commission are producing a range of strategies and papers

- **Industrial policy** (3 November)
- **CARS21** (10 November)
- **Energy** (10 November)
- **Trade** (10 November)



Today's Policy Environment (cont.)

Our industry's particular focus:

The new White Paper on Transport Policy (end 2010)

- **Addressing the sustainability challenge**

And in relation with this:

The EU Strategy on Clean and Energy Efficient Vehicles (2009)

- **Technology neutral; support for R&D**
- **Infrastructure; behavioural change**
- **Scope includes commercial vehicles**





Commercial Vehicles and CO2

- **Fuel efficiency**

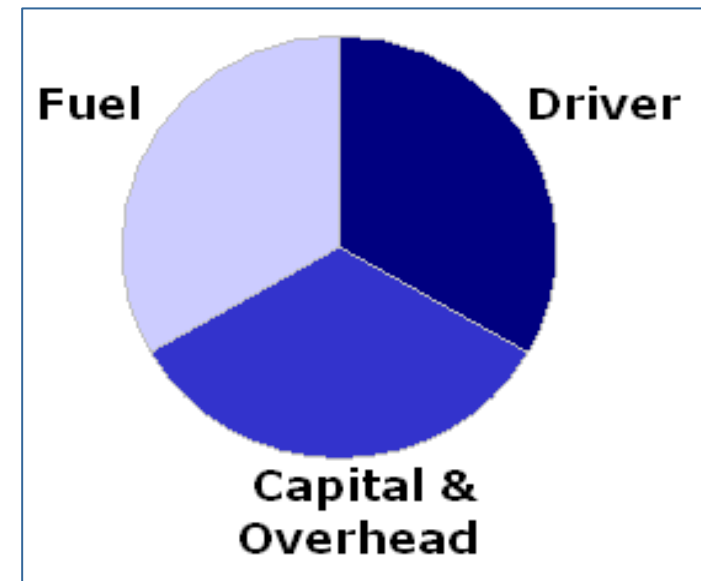
- ⇒ the key purchasing factor for trucks, buses and vans

- **Market forces**

- ⇒ already driving down emissions, and continue to provide strong incentives

- **Environmental performance**

- ⇒ fuel consumption cut 1/3 since 70's, pollutant emissions 85% (NOx) and 95% (particulates) since late 80's





Commercial Vehicle Manufacturers are Technology Leaders

- **Advanced internal combustion engines**
- **Alternative fuels**
- **Breakthrough technologies**



A modern truck consumes just 1 litre per 100 tonne-km

Other achievements:

- **Road safety**
- **Noise reduction**
- **Regulated emissions**
- **Driver comfort**
- **Skills & training**





The Commercial Vehicle Industry is committed

IAA 2008: "Vision 20-20"



- A further reduction in fuel consumption by on average 20% per tonne-km by 2020
 - ⇒ compared to 2005
- Seeking an active partnership with political leaders, fuel industry, hauliers, vehicle operators, and drivers

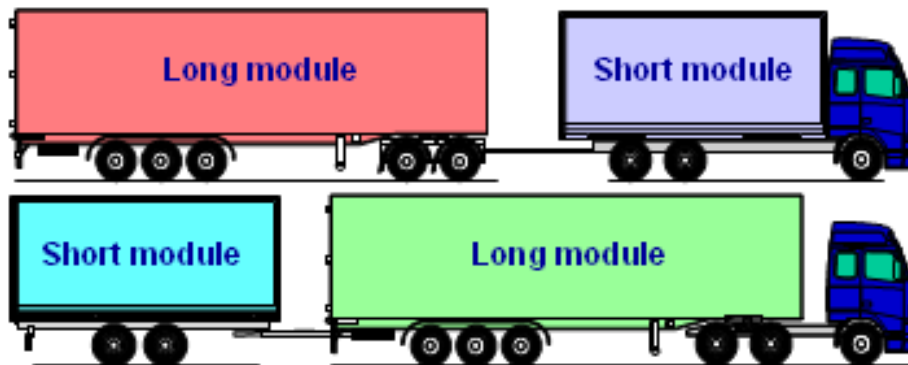


Next Steps: a Dedicated Policy Approach

- Incorporate the 'work done' principle

ACEA initiative: evaluation tool to calculate real-life CO2 emissions

- Use longer truck combinations throughout Europe



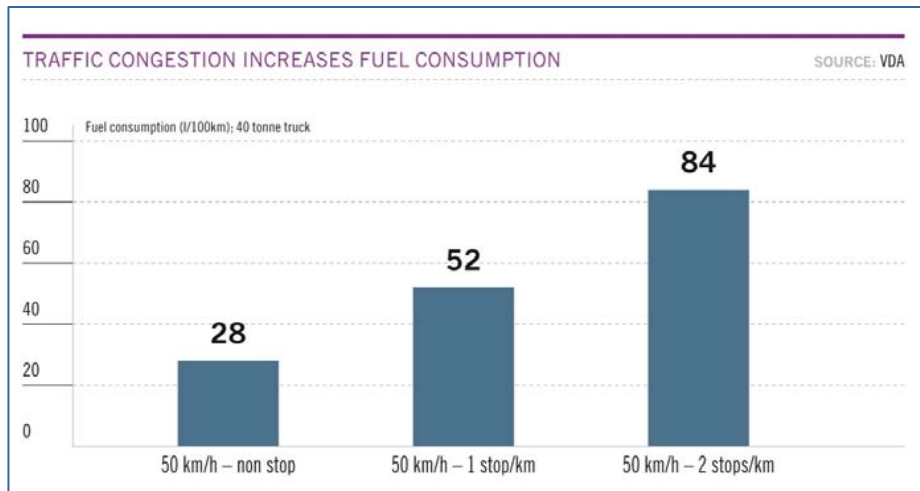
Truck missions

Vehicle classes and mission
Long Haul
One day trip
Regional delivery/collection
Urban delivery/collection
Municipal utility
Light off road
Heavy off road



The Key Word is: Efficiency

**Less Congestion - Skilled Drivers - Intelligent Traffic Management
– Availability of Alternative Fuels – Fleet Renewal**



And: the reality is co-modality

- Different transport modes do not compete; they are complementary
- All modes need to reduce emissions and work together more efficiently



Global Harmonisation

Truck and bus manufacturers serve a global market

- Harmonisation of standards and measurement methods

“Global Meeting” of the world’s commercial vehicle makers asked UNECE to

- Develop certification procedure for heavy-duty hybrid electric vehicles re-regulated emissions
- Agree on CO₂ per tonne-km/cubic-km/passenger-km as metric for fuel efficiency
- Initiate development of computer simulation tool to calculate CO₂ emissions





Conclusions

- **Ambitious progress in reducing CO2 emissions is possible**
- **CV manufacturers are delivering impressive results**
- **ACEA evaluation tool will capitalize on market forces**
- **EU must ensure a supportive, holistic, inclusive transport policy approach**
- **Policy measures have to be concerted globally**

