Dear Mr Goetz,

It is my great pleasure to get in touch with you in my new capacity as President of the European Automobile Manufacturers’ Association (ACEA).

This is an industry that is so relevant to all European citizens, who all make use of motorised vehicles one way or another. Mobility, in all forms, is what keeps society running. It is therefore of utmost importance that our world remains mobile – in a sustainable, safe, smart, and inclusive way. This is both an appeal to our industry by regulators and society, and an offer from our industry, as well as all partners, in the mobility eco-system.

Our sector is unequivocal in its commitment to the objectives of the Green Deal. This commitment is neither made lightly, nor executed lightly. Business strategies are tested to the core as each manufacturer traces out its own pathway to decarbonisation, navigating market demand, regulation, technological advancement, supply chain shortages and rising energy costs, as well as global competition. At the same time, our industry is pushing ahead with an unprecedented digital transformation, which also impacts business models dramatically.

With a yearly investment of €59 billion, the auto sector remains the EU’s top investor in R&D, accounting for one third of the region’s total spending. Indeed, this sector is one of the few cutting-edge industries that is firmly rooted in Europe. It is an economic and employment powerhouse that Europe needs now more than ever – providing employment for 12.7 million people, generating a revenue of €375 billion in taxes in major EU markets, and bringing in an annual trade surplus of €79.5 billion. We must ensure that this strategic industry remains a
strong competitive player, ready and able to pursue the goals of zero-emission, zero-fatality and smart mobility.

The automotive industry is also one of the most regulated industries in Europe, and it is fundamentally regulated in Brussels. It is therefore our duty at ACEA to offer policy makers and others in society a fact-based industry view on major topics – including emissions reduction, data access, sustainability reporting, and many more...

ACEA strives to be the prime provider of reliable data on our sector. We do this in many ways, including by publishing the 'Automobile Industry Pocket Guide', the brand new edition of which you will find online at www.acea.auto/publication/automobile-industry-pocket-guide-2022-2023/.

In addition, we actively participate in the broader debates on issues that fundamentally move us as people, our climate and living environment, our safety and integrity, our livelihoods. This, ultimately, is what ACEA is about; and what I will put my full effort behind over the months and years ahead.

I am very much looking forward to working together with you and all our stakeholders and partners in many cases continuing the good relations already established with the ACEA team and members.

Indeed, I would be most grateful to have the opportunity to meet you over the coming weeks/months for an introductory discussion on relevant ongoing and upcoming smart and sustainable mobility topics. My assistant will reach out to you soon to suggest some dates for a meeting.

Best regards,

[Redacted]