

CARS21 calls for a level playing field as the condition to achieve competitiveness

Brussels, 6 June 2012- ETRMA welcomes the adoption of the [Final Report](#) of the Competitive Automotive Regulatory System for the 21st century (CARS 21) High Level Group. The report sets an ambitious industrial policy strategy for the automotive sector. Furthermore, it gives the green light to the EU Institutions, Member States and the Automotive Industry to start working towards the deployment of an action plan to achieve the objectives that CARS 21 has negotiated during this two-year-long process.

“ETRMA greatly supports the final report of CARS 21 – said its ETRMA President Mr Lepercq - Not only does it bring innovation at the centre of the 2020 strategy, but it recognises the need to establish a level playing field at home and abroad, as the condition for enterprises to be successful in a globalised economy.”

The economic crisis that has hit Europe and the world in the past few years made it clear that business as usual is no longer an option and that the industry must be equipped to face new challenges. These include the fair access to raw materials, the need for new skills and more flexibility in employment matters, compliance with new and sophisticated legislation towards safer and greener products as well as to make the production process more efficient and sustainable.

While EU players are called to compete within these new and more stringent conditions, the competitive pressure from third countries keeps increasing. At the same time, the access to these countries is often hampered by technical and bureaucratic barriers, which are often difficult to overcome. Furthermore, ETRMA stressed the need for the EU to keep working on dismantling the trade barriers with third countries, such as tariffs to eliminate but also non-tariff barriers to dismantle, while remaining committed in its negotiations to the needs of the automotive industry,

The Final Report clearly recognizes the need for designing enforcement measures to secure effective market surveillance. This will contribute to establishing a level playing field among all market operators, and to increased trust of consumers in effective product regulation. ETRMA stands ready to accompany the steps with some urgency. It is urgent that the Commission and Member States work together to put in place appropriate execution penalties for non-compliant tyres to stop a growing trend of low quality, potentially dangerous tyres in Europe.

With the successful end of this process which has been endorsed by many Commissioners involved, the European Tyre industry looks forward to the urgent implementation of the 2020 Strategy and to contributing to its effective deployment.

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About ETRMA

ETRMA, European Tyre & Rubber Manufacturers' Association, provides the tyre and rubber goods producers with the proper means to achieving the increasing challenges they face at European and global levels while anticipating further regulatory and market pressures.

ETRMA represents 4,200 companies in EU27 and Turkey, directly employing 360,000 individuals with a turnover of €46 bn while the exports do represent more than €7.9 bn

The product range of its members is extensive from tyres to pharmaceutical, baby care, construction and automotive rubber goods.

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