



ACTION PLAN FOR a competitive and sustainable Automotive Industry in the European Union.

With the crisis worsening for the automotive sector, a rapid implementation of the CARS 2020 Action Plan could bring a gleam of light.

Brussels, 12 November 2012– ETRMA welcomes the publication of the CARS 2020 Action Plan, which was released 8 November by the European Commission. *“This is a much awaited and positive step and it needs to be implemented urgently!”* said Ms Fazilet Cinaralp, Secretary General of ETRMA.

Despite hopeful data from tyre production in 2011, current estimates show a new 10% plunge in both sales and production for 2012 and an even worse forecast for 2013. ETRMA data shows that tyre production never managed to return to its pre-crisis levels. With the EU tyre market progressively shrinking, increasing tyre imports and regulations heavily impacting the sector, the CARS 2020 Action Plan is necessary to give the automotive industry the right tools to maintain its position as an important engine of the EU economy.

The tyre sector is one of the most regulated in Europe and it has been one of the most forthcoming in promoting regulations for “greener” transport, enhanced road safety, and consumer protection. As a consequence, the decision of the Commission to carry out **competitiveness proofing exercises** ahead of future legislative initiatives is greatly welcomed. Achieving a level playing field through correct and timely implementation of EU tyre-related legislation is equally important. The Action Plan’s commitment towards **market surveillance** is key to attain this goal.

The **promotion of investments in innovation, skills and training** is also essential to assist the industry and the workforce in their efforts to remain technology driven – and competitive.

Finally, in a time when protectionists’ behaviours are consolidating around the world, ETRMA stresses once more that the impact of **every FTA and the cumulative effect of trade agreements should be carefully assessed** by the Commission.

“With the EU tyre market shrinking, the European tyre industry keeps investing in research and technology, it is therefore our hope that this renewed commitment of the European Commission towards the automotive industry will make us stronger in the face of an economic downturn s that still continues”, concluded Fazilet Cinaralp

The European Tyre & Rubber Manufacturers’ Association tyre Corporate members are: Apollo Vredestein, Bridgestone Europe, Cooper Tires, Continental, Goodyear Dunlop Tires Europe, Hankook Tire Europe, Marangoni, Michelin, Mitas, Nokian Tyres, Pirelli Tyre, and Trelleborg Wheel Systems.