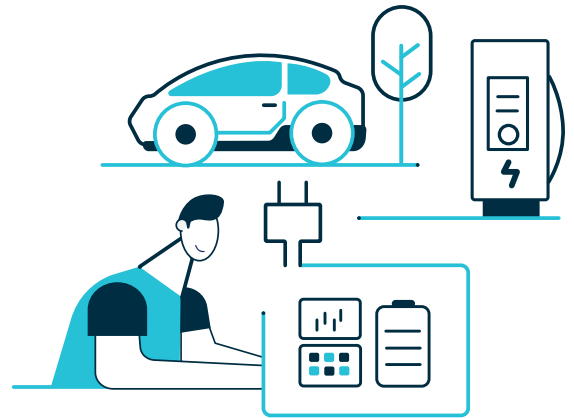


## POLICY RECOMMENDATION

# KEEP EUROPE MOVING: PRESERVE THE MOBILITY OF PEOPLE AND GOODS

**Mobility is key to wealth creation and must not be jeopardised: it should be affordable and accessible to all European citizens and businesses.**



## THE AFFORDABLE MOBILITY CHALLENGE

The cars, trucks, buses, and vans we make provide freedom for all and underpin our way of life. They transport people and essential goods while keeping Europe on the move.

But vehicle affordability is an increasing concern for auto makers and consumers alike. A vehicle must be affordable to buy and profitable to make. Electric vehicles (EVs) cost more to produce in Europe than combustion engine models or EVs imported from regions with lower manufacturing costs.

## BUT WHY IS MAKING AFFORDABLE EVs IN EUROPE A CHALLENGE?

- ✗ High battery manufacturing costs
- ✗ Elevated labour force costs and lower productivity
- ✗ Uncompetitive energy prices
- ✗ Insufficient access to critical raw materials
- ✗ Patchwork regulatory framework

## HOW IS THE AUTO INDUSTRY TACKLING THIS CHALLENGE?

We have invested

# €250 BILLION

and counting into electrification, more than the GDP of several EU member states combined.

However, electric vehicles remain out of reach for most Europeans. Why? The conditions for affordable manufacturing are not in place in Europe. That's why we pioneered our [#FutureDriven manifesto](#), to tackle the shared societal challenge of making mobility affordable and accessible to all Europeans.

## HOW CAN POLICY MAKERS HELP TACKLE THIS SHARED CHALLENGE?

Electrification is a team sport involving other industries, civil society and, crucially, policy makers. That's why we call on Europe's law makers to heed our Manifesto recommendation to preserve the mobility of people and goods.

- 1 Secure a reliable supply of critical raw materials, ideally sourced in Europe
- 2 Ramp up domestic electric vehicle battery production and recycling facilities
- 3 Ensure a steady and affordable supply of low-carbon electricity
- 4 Scale up charging infrastructure
- 5 Expand purchase and tax incentives for battery-electric models

