

**POLICY RECOMMENDATION**

# TIME FOR AN 'INDUSTRY DEAL': PUT INDUSTRIAL STRATEGY FIRMLY BACK ON THE AGENDA

**Establish a holistic EU industrial strategy across all steps of the digital and green value chain.**

## A BUSINESS CASE FOR ZERO-EMISSION MOBILITY

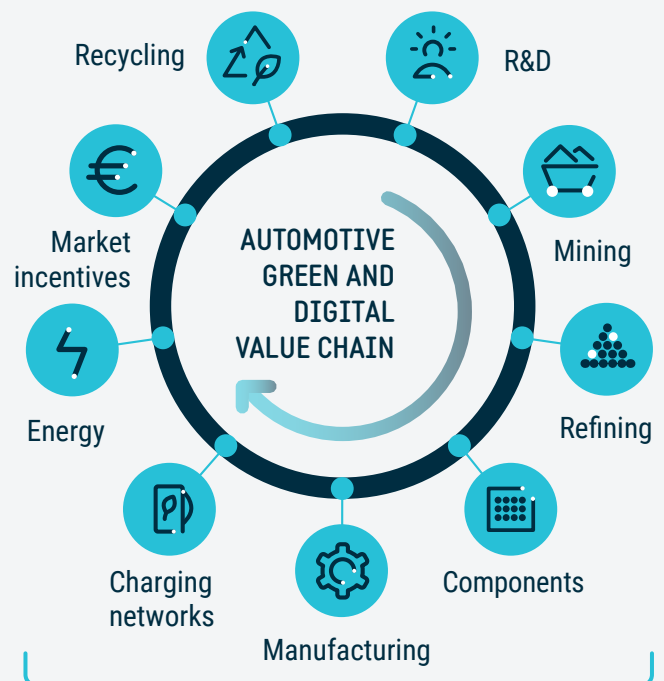
The EU is at a pivotal crossroads. The time is now to craft a visionary industrial strategy that not only preserves but elevates our auto industry to new heights of competitiveness. This strategy is essential to forging a compelling business case for the transition to zero-emission mobility. The global race is on and while the EU focuses on regulation and targets, the United States and China are accelerating ahead with bold, coordinated industrial strategies to incentivise the green transition.

## OUR COMMITMENT TO MAKING ZERO-EMISSION MOBILITY A REALITY

Our commitment to zero-emission mobility is unwavering, reflected in the billions we are investing to make this a reality. But at the same time, the EU must remain a global competitive powerhouse for the auto industry. That's why we pioneered our [#FutureDriven Manifesto](#) calling for a world-leading industrial strategy to not only tackle shared society challenges but also stay competitive in a rapidly changing geopolitical world.

## HOW COLLECTIVELY WE CAN ACHIEVE SHARED GOALS

We need a visionary industrial strategy to balance the stick (regulation) with the carrot and create a business case for investments across all steps of the **automotive green and digital value chain**.



## WHAT DOES THIS INDUSTRIAL STRATEGY LOOK LIKE?

1. Unlocking financial support for zero-emission technologies, recycling and raw material recovery
2. Securing a reliable supply of critical raw materials
3. Enabling manufacturers to affordably and profitably produce electric vehicles in Europe
4. Accelerating infrastructure permitting processes
5. Ensuring a steady and affordable supply of low-carbon electricity
6. Expanding purchase and fiscal incentives for buying and using electric vehicles

**Establish a new post of EU Executive Vice-President for the Industry Deal to ensure this industrial strategy's delivery and that all new EU initiatives are 'competitiveness checked'.**

