

POLICY RECOMMENDATION

STAY IN THE RACE: MAKE SURE WE CAN BE COMPETITIVE GLOBALLY

Secure our industry's global competitiveness by maintaining a level playing field with other regions



EUROPE'S PLACE IN A GLOBAL RACE

The world as we know it is changing rapidly, and global competition has never been fiercer. At the same time, our industry is at a crucial turning point, undergoing its biggest transformation in the last century.

The switch to zero-emission road mobility needs to be economically viable for both consumers and manufacturers. It is only then that we will reach a successful green transition in a competitive Europe.

WHAT IS NEEDED FOR EUROPE TO REMAIN COMPETITIVE GLOBALLY

Auto makers are playing their part by investing €250 billion in electrification by 2030. We want to maintain Europe's status as the leading global automotive powerhouse while guaranteeing job security, scaling up R&D investment, and providing a diverse range of affordable electric vehicles for all Europeans. Our [#FutureDriven Manifesto](#) outlines how policy makers can help the industry achieve these shared goals.

WHAT CAN LAW MAKERS DO?

1 Benchmark EU competitiveness

Complete a study by mid-2025 comparing the EU's competitiveness and regulatory costs with China, Japan, and the US and develop an action plan to address gaps.



2 Ensure access to critical materials

Include a dedicated action plan to implement the Critical Raw Materials and Net Zero Industry Acts in the Commission work programme for 2025.



3 Evaluate trade deals

Assess existing EU trade agreements with new geopolitical realities within the first quarter of 2025.



4 Attract the best and brightest workforce

Create an Automotive Skills Academy building on the Automotive Skills Alliance's focus on upskilling and reskilling.



5 Support responsible and innovative AI development

Finalise the regulatory artificial intelligence framework within this EU legislative term.

