

7<sup>th</sup> ACEM Conference

**“Striking the balance”**

**Devising a realistic roadmap to 2020 for the PTW sector**

Contribution by Stefan Pierer, ACEM President

Ladies and Gentlemen,

good afternoon. I wish to warmly welcome you to the ACEM conference. I wish to thank you all, and in particular the panelists, for the interest you take in the motorcycle sector, as discussions have just started on the new EC proposal for a regulation on approval and market surveillance of L-category vehicles. I am sure today's discussions will prove useful as we work together towards this regulation, to ensure a realistic roadmap to 2020 for the motorcycle sector.

As an introduction to today's discussions, please let me show you a short video briefly introducing ACEM and its members, and the world of motorcycle production and use.

The motorcycle industry was struck by the crisis in the last quarter of 2008, and the adverse effects of the fall in demand have been felt throughout the sector, with severe structural and employment consequences. Market figures for 2010 actually show no sign of recovery for the EU market, compared to an already negative results for 2009. Over 2008, 2009 and 2010, the market shrunk by more than -25%. Making forecasts in this situation is very difficult, especially in times of regulatory changes.

In these conditions, visibility on upcoming type-approval requirements and lead-time are crucial for manufacturers to continue to innovate giving a direction to investment and product development.

ACEM is taking an active role in the relaunched CARS21 process, and I take the opportunity to thank the European Commission for having invited the motorcycle industry to sit around the discussion table. Smart regulation is necessary, with requirements both technically and economically feasible to achieve, for the vehicles to remain affordable to the consumer and for the European industry to thrive in a context of higher global competition, not always fair competition, in particular from China. Most importantly, a level playing field must be ensured, through improved market surveillance seeking to identify vehicles not complying with Type Approval requirements, so that all players play by the same rules, to which ACEM members are obviously strongly committed.

ACEM is also committed to continue the good cooperation with the European Commission, the European Parliament and the Council in order to deliver high quality legislation. I look forward to today's exchange and to the discussions on this new regulation which will continue intensively over the coming two years – ACEM members will do their best to contribute to “striking the balance” on important issues such as mobility, environment protection, road safety, competitiveness and job creation in the motorcycle sector.