

Innovating our mobility

L-category vehicles: smaller, lighter, more specialised





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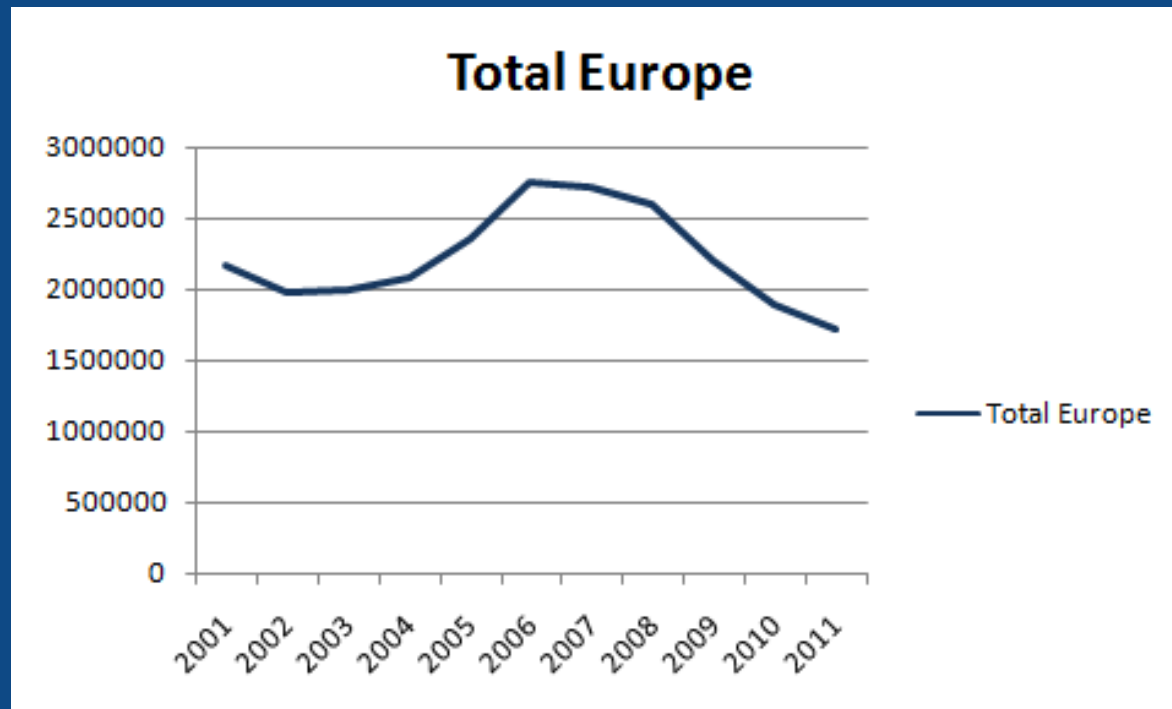
Hendrik von Kuenheim
ACEM President

Brussels, 24.1.2012



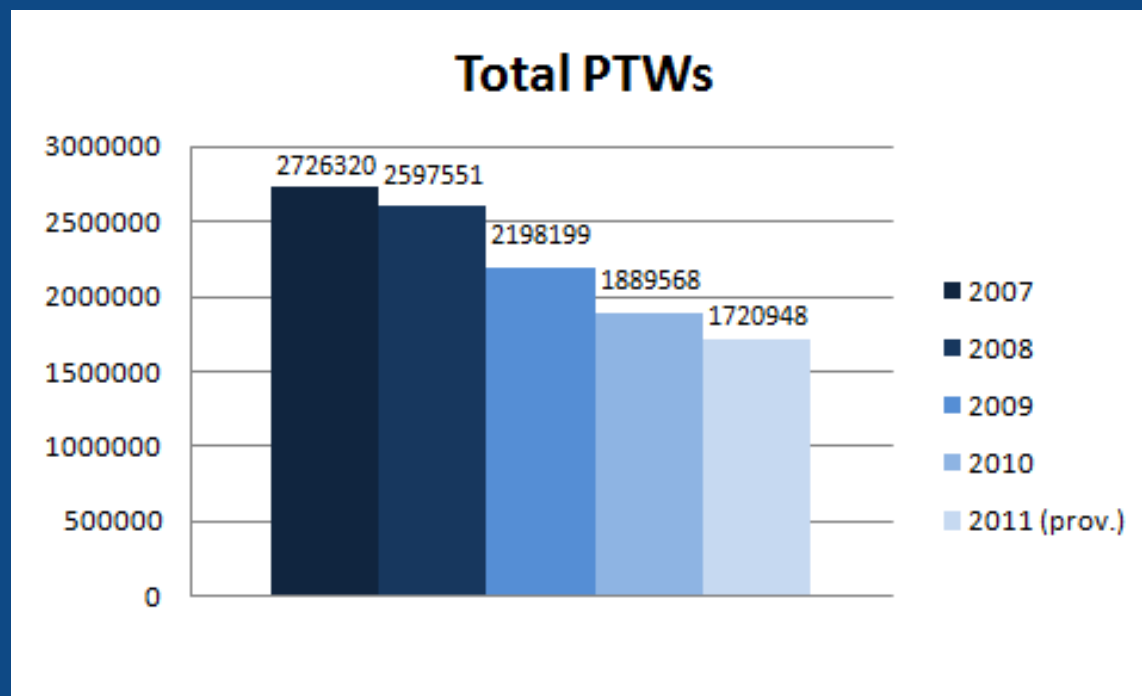
PTW Market Figures

- 2011: the lowest figure of the decade
- A difference of -1 million PTWs compared to 2007



PTW Market Figures

- PTW sector achieved 1.7 million units registered in 2011
- 2011 marks a fall by another 9%



Upstream Sector

- Severe difficulties for EU suppliers up to bankruptcy
- With serious consequences on OEMs



EU type-approval framework

- Better regulation is of utmost importance
- It shall bring
 - Stability
 - Predictability
 - And especially feasibility.
- Simple pragmatic solutions must be privileged especially in today's difficulties.



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PTWs: Mobility Providers

- White Paper on Transport :
 “the use of smaller, lighter and more specialised road passenger vehicles must be encouraged” for urban mobility and commuting.



Electromobility

- Electromobility is becoming a reality.
- It remains however a niche at less than 1% of the market.
- “Range anxiety” and costs still represent obstacles.



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Widening the Spectrum



- Motorcycling is also sport, leisure and tourism.
- Sport: a key testing platform for the benefits of consumers.





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Thank you!

