

Helping consumers choose eSafety
18/09/2008

eSafetyAware
Workshop



EUROPEAN COUNCIL FOR MOTOR TRADES AND REPAIRS
CONSEIL EUROPÉEN DU COMMERCE ET DE LA RÉPARATION AUTOMOBILES
EUROPÄISCHER VERBAND DES KRAFTFAHRZEUGGEWERBES

***“Challenges in providing valuable
information to the consumer at the moment
of purchase”***



Charles de Marcilly
EU affairs Director



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What is CECRA?



- 27 national trade associations in 23 EU and EFTA countries, representing: the 350,000 automotive dealers, authorized and independent repairers



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What is CECRA?

- 14 European Dealer Councils representing the interests of authorized dealers and repairers of a particular brand



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What is CECRA?



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In figures:

- ✓ 350,000 enterprises
- ✓ of which around 120 000 are authorized dealers and repairers and 230,000 independent repairers
- ✓ employ around 2.8 million people



In addition:

- about 110,000 fuel businesses employing 440,000 people; and some 12,000 motorcycle businesses employing 81,000 people

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Role of CECRA



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For...



□ **CECRA is therefore the voice of the branch on European level**

- ✓ Consultative body for its members
- ✓ A link between European national associations of motor vehicles, European Commission, European Parliament and other European institutions or subgroups
- ✓ Official spokesman with other european/international stakeholder
Ie: FIA, ACEA, FIGIEFA, UEAPME etc.

- Our **Key issues**: BER renewal, free acces to technical information (including security aspect), CARS 21, CO2 labelling, eurodesign, SBA, environnement, ... Safety!

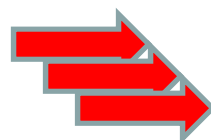
The role of CECRA in the road safety developments:

- Our main concern is the free access to technical information



- Small impact to our member: manufacturers propose the safety options, dealers manage with regard to client expectations

But...



- ✓ Would change with the safety package
- ✓ Goodwill to do more
- ✓ Open minded to partnership



Impact of new vehicle safety technologies

Generally speaking:

- The “talk of the town” → like CO2/Fuels
- Confidence in new technologies
- Lack of communication “in details”

According to dealers:

- Price
- Manufacturers should adapt their marketing approach
- Dealers should adapt their sales forces
- Need to update selling points
- new comportment: *“Nobody open the bonnet to check the motor”*



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Accident report drawn up by the parties involved...

1. Strongly support options: more **profit margins** !
2. **Standart or optionnal**? Commission's recent proposal to implement ESC for new types of vehicles from 2012
3. Still large discrepancies in the level of standard fit on offer to consumers between countries and size categories (small /upper class)
4. Problem with car stock (mostly without ESC)
5. Price variability is very wide! (200,00 € – 1.083,00 €)

(source automobile club Italia)



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Real dealers impact on purchase:

→ balance by consumer wishes

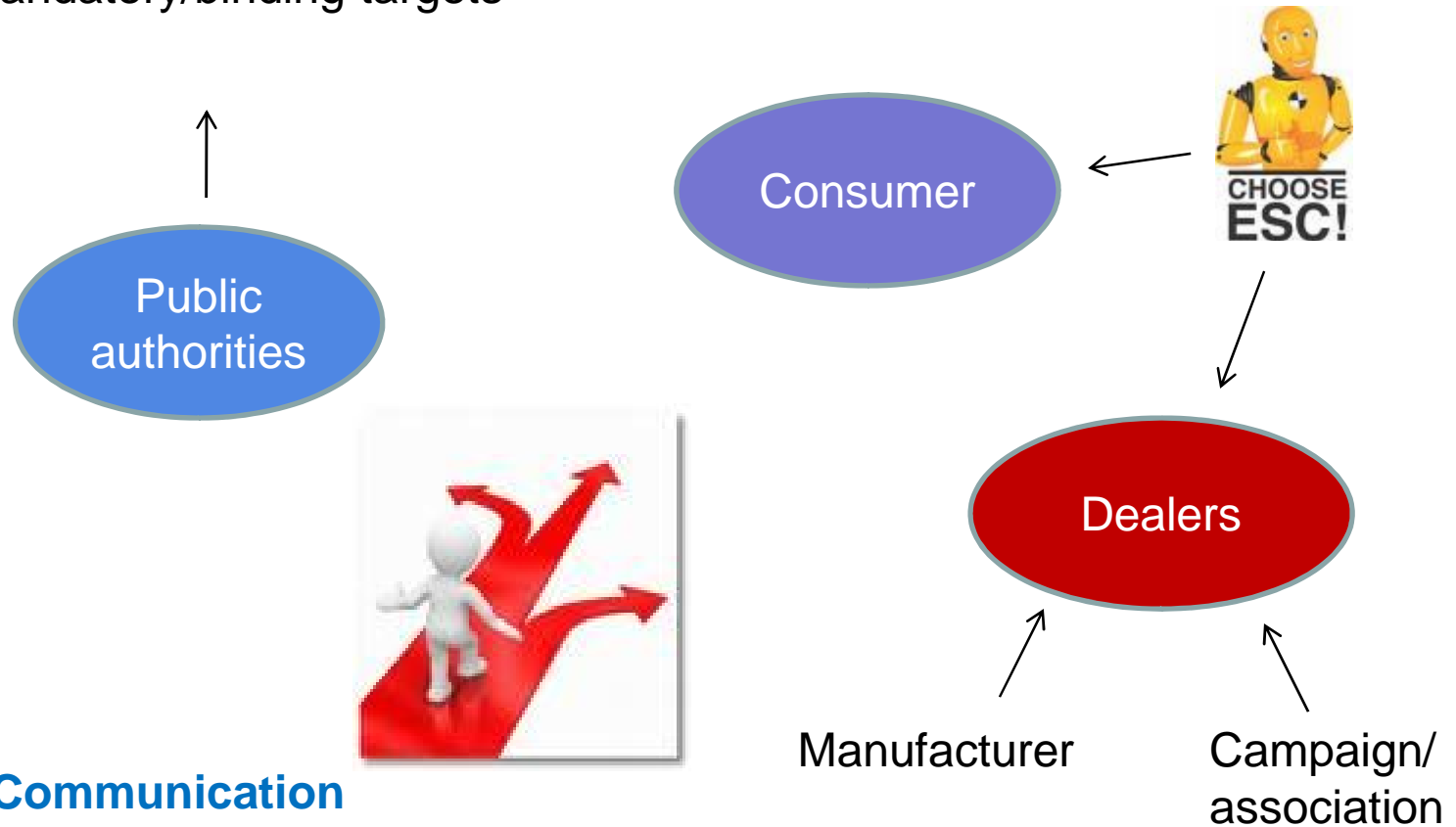
Our goal:

→ to conclude the deal

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Dealers answer: dealer is one stakeholder among others

Mandatory/binding targets



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Communication

Vis-à-vis:



Communication with dealers



1. Mostly on a case by case (depends of the brand, what kind of vehicle, size of the showroom, multibranding or not...)
2. Marketing budgets at manufacturers and dealerships have to focus on the main task to sell vehicles, but not separately on a high number of options

Tools

- Advertisement/TV commercials
- Safety features are difficult to explain, why not TV screen with demonstration?
- Promotional materials
 - Best practise guideline
 - Notice/bulletin/Booklet/advertising board
 - Price/Sales promotion(also means margins/benefices for the dealers!)
- Fiscal incentives for the consumers?
- Training? Dealers not very much in favour (absence of sales staff/Cost)



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Others:

- Partnership at european stage
- Partnership at national stage
- Best practise from CO2...



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Safety card

| Safety card | | Ford Fiesta 1.4 TDCi ZETEC | | | | | | | | | | | | |
|---|---|----------------------------|-----|-------|-----|------|-------------|-----|------|----------|-----|------|--|--|
| | | | | | | | | | | | | | | |
| Fuel cost (estimated) for 12,000 miles <small>At fuel cost figure indicates to the consumer a guide fuel price for comparison purposes. This figure is calculated by using the combined drive cycle (town centre and motorway) and average fuel price. Re-calculated annually, the current cost per litre is as follows - petrol 76p, diesel 78p and LPG 38p (VCA 2004).</small> | | £662 | | | | | | | | | | | | |
| VED for 12 months <small>Vehicle excise duty (VED) or road tax varies according to the CO₂ emissions and fuel type of the vehicle.</small> | | £85 | | | | | | | | | | | | |
| Environmental Information | | | | | | | | | | | | | | |
| <p>A guide on fuel economy and CO₂ emissions which contains data for all new passenger car models is available at any point of sale free of charge. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel consumption and CO₂ emissions. CO₂ is the main green house gas responsible for global warming.</p> | | | | | | | | | | | | | | |
| Make/Model: Ford Fiesta 1.4 TDCi ZETEC Fuel type: Diesel | Engine capacity (cc): 1300 Transmission type: 5 speed manual | | | | | | | | | | | | | |
| Fuel Consumption: | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Drive cycle</th> <th>Litres/100km</th> <th>Mpg</th> </tr> </thead> <tbody> <tr> <td>Urban</td> <td>5.4</td> <td>52.3</td> </tr> <tr> <td>Extra-urban</td> <td>3.8</td> <td>74.3</td> </tr> <tr> <td>Combined</td> <td>4.4</td> <td>64.2</td> </tr> </tbody> </table> | Drive cycle | Litres/100km | Mpg | Urban | 5.4 | 52.3 | Extra-urban | 3.8 | 74.3 | Combined | 4.4 | 64.2 | | |
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| Extra-urban | 3.8 | 74.3 | | | | | | | | | | | | |
| Combined | 4.4 | 64.2 | | | | | | | | | | | | |
| Carbon dioxide emissions (g/km): 117g/km Important note: Some specifications of this make/model may have lower CO ₂ emissions than this. Check with your dealer. | | | | | | | | | | | | | | |
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Thank you for your attention...

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