



# EU Automotive Industrial Action Plan

Mark Nicklas, European Commission

EU-Japan Centre for Industrial Cooperation Webinar 26 June

# Automotive industrial value chain in transformation



Production of batteries & fuel cells



Production of automotive components



Software, AI and ICT components



Production of motor vehicles



Charging services



Automotive aftermarket services (repair & maintenance, fleet management, car rental)



Data-driven mobility services



# The five pillars of the automotive action plan



Innovation &  
Digitalisation



Clean Mobility



Competitiveness  
& supply chain  
resilience



Skills & social  
dimension



Level playing  
field & business  
environment

# Digitalisation & Innovation

European companies need to regain their leadership position in the transition towards software enabled, AI powered connected and autonomous vehicles

- Promoting autonomous driving and boosting the **single market for autonomous vehicles**
- Development of EU **industrial capacities for software and IT hardware** needed for clean, connected and automated vehicles
- Next-gen battery technology, cybersecurity and in-vehicle data





# Clean Mobility

European companies need to regain technology and product leadership in zero-emission vehicles, which account for a significant share of global sales already. Demand in the EU for zero-emission vehicles needs to be stimulated, while critical enabling conditions will have to be met.



Emission standards



Boosting demand for  
zero-emission



Rollout of recharging  
infrastructure, including  
better access to  
electricity grids

# Competitiveness and supply chain resilience



Battery Booster package



Access to battery materials



Boosting circularity of the automotive supply chain



Promoting European production of key components

# Skills and social dimension flagship actions


Job losses, further skills shortages and mismatches in the auto-industry together with an ageing work force call for urgent action



European Fair Transition  
Observatory

Make European Globalisation  
Adjustment Fund faster and  
broader and allow support prior  
to layoffs

Funding for the automotive  
large skills partnership and  
extend the impact of the ESF+



## Boosting our market access, ensuring a level playing field and guaranteeing our economic security

Overseas market access, a level playing field, and a fit-for-purpose business and regulatory environment is critical for the industry's success

Diversify sourcing and secure access to third-country markets and enhance economic security

Level playing field toolbox, including rules of origin, trade defence measures, contribution of foreign direct investment to long-term competitiveness of the industry

Regulatory simplification