



# European Green Cars Initiative

Brussels, 31<sup>st</sup> May 2011  
Press Release

**The European Green Cars Initiative demonstrates an efficient public-private partnership to support the development of sustainable mobility in Europe.**

Brussels, 31 May 2011.

Today at the European Parliament, leading companies of the European automotive, supply and utility sectors present innovative electric and hybrid vehicles, solutions for grid integration, and efficient co-modal logistics. Europe has achieved a solid basis of knowledge and innovation in clean mobility technologies, and needs to keep pooling its forces in order to ensure its competitiveness against global competitors.

The European Green Cars Initiative, a Public-Private Partnership (PPP) for research and development launched by the European Commission in 2008, has proven to be an effective instrument, open and flexible. The involved industries are currently working together in more than 50 research projects, delivering significant contributions to the EU objectives of energy efficiency, climate protection and road safety.

This common effort of the industry and the EU institutions is highly valuable to support the ambition of Europe to gain leadership in the challenge of clean mobility. And the industries involved in the European Green Cars Initiative therefore call for further developing this Public-Private Partnership within the next EU Common Strategic Framework for Research and Innovation.

## Background Information

The companies presenting their recent achievements in terms of electric and hybrid vehicle technologies, grid connection and novel logistics concepts at the European Parliament today include Volkswagen, Renault, Volvo, Fiat, Bosch, Continental, Valeo, Siemens, AVL, Ricardo, FEV, Hidria, Fraunhofer, IFP, and Procter&Gamble.

The PPP European Green Cars Initiative is part of the European Economic Recovery Plan published by the European Commission in November 2008, and acts under the 7<sup>th</sup> EU Framework Programme for Research. Its private side is put into practice by an Industrial Advisory Group consisting of members of the European Technology Platforms ERTRAC, EPoSS, SmartGrids and EIRAC, chaired by Prof. Dr. Wolfgang Steiger, Volkswagen / ERTRAC Chairman.

Website: [www.green-cars-initiative.eu](http://www.green-cars-initiative.eu)

## Media Contacts:

Xavier Aertsens, ERTRAC, + 32 2 736 1221, [xavier.aertsens@ertrac.org](mailto:xavier.aertsens@ertrac.org)

Dr. Gereon Meyer, VDI/VDE-IT / EPoSS Office, +49 30 310078134, [gmeyer@vdi-vde-it.de](mailto:gmeyer@vdi-vde-it.de)

