



**EGEA**

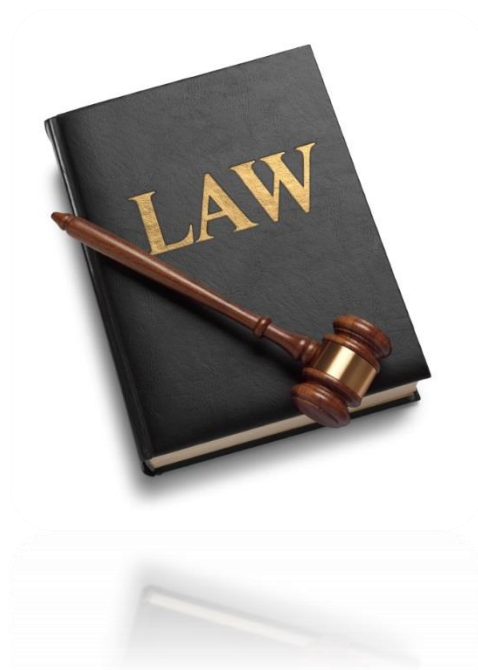
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ASSOCIATION

**EGEA Board of Directors Meeting**  
8th February 2017, Bologna



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# Statutory





## Withdrawal of Sweden

### ❖ Autocom:

- Surprised about FVU's decision.
- Want to remain within EGEA (individually vs. through ASA/WOW Group).
- Waiting for some indications/recommendations from EGEA Board.

### ❖ Opus Equipment:

- Surprised about FVU's decision.
- As the Opus equipment CEO/direction has just changed, not willing to become individual member of EGEA but might discuss with Autocom a way forward to remain member of EGEA (possible joint membership).
- Recommendations from the EGEA Board on possible alternatives for a joint membership to be discussed.

### ❖ Gilbert Fransson:

- Annoyed by the numerous and frequent calls received after the announcement of FVU withdrawal.
- Gilbert will not change his mind and will not come back to EGEA.
- The Board to discuss when the withdrawal should be effective as withdrawal notification should be done before 31st October.

### ❖ Support from Norway: to get news from Arild Hansen (ABL)



## Renewal of Neil Pattemore's contract ending on 31st of August 2017

- Does EGEA wants to continue with Neil and reverse?
- Contract conditions?
  - Amount of time?
  - Payment?
  - Any modification related to inflation (+/- 10% after 3 years)?
- Is the Board happy with Neil's work? Any changes? Reorientation?





## Report from the meeting with CITA - 27th of January 2017 in Brussels (1/2)

- Idea was to find common lobbying activities to join forces and work together.
- CITA explained that focus is on revision of type-approval legislation and activities around road safety/PTI in Geneva. They have 3 persons dedicated for that work in Geneva. For EGEA, we explained that no resources available for such activities, so difficulties to work together on that issue.
- [Revision of type-approval legislation](#): we explained that thanks to 20-25 meetings with MEPs, 'roadworthiness' is included now in the amendments that will be vote in IMCO on the 09/02.
- [PTI lobbying activities in Brussels](#): EGEA continues its lobbying activities on access to PTI technical information for headlamp testing. CITA stated that as it is now a 'national' issue, CITA will not spend more time on that for now.



## Report from the meeting with CITA - 27th of January 2017 in Brussels (2/2)

- **PTI – new test methods:** EGEA confirmed its intention to start work on the inclusion of new test methods for EVs/eCall/safety systems that will be mandatory in type-approval around 2018-2020. CITA not convinced that test methods will be reviewed that soon but ready to support EGEA, if needed.
- **PTI – drafting of excel sheet summarising all implementation at EU national levels.** CITA interested in that exercise but would prefer to expand it worldwide. First intention for EGEA is to collect all data EU-wide, then CITA agreed to review it and complete it if possible.
- **Next steps:** no strong commitment/agreement from CITA side.



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## Participation to the next CITA Conference in Zagreb, 06-08/06/17

- Neil will give a presentation on suspension testing at the next CITA Conference
- Discussion whether AFCAR should give presentation on access to in-vehicle data





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## National membership – how to enlarge it and diversify it?







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## Update on WG & General activities







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## Connected vehicle concepts & Telematics





## Brief updated news (1/3)

### ❖ ISO activities:

- ISO 20077/78/80 (ExVe) – last meeting in Vienna started to discuss the ‘risk analysis’, which now includes many of the unacceptable aspects of the ExVe concept – e.g. equal access to in-vehicle data and resources for the IAM
- ISO 20730 ePTI – last meeting in early December continues to define the (certificated) access via the OBD connector and we continue to fight for in-vehicle measurement data

### ❖ ACEA/CLEPA – CARUSO:

- ACEA/CLEPA currently discussing the different categories of data CLEPA preparing a proof of concept
- CARUSO still going on but without any EGEA/FIGIEFA/ITGs/AFCAR members involved



## Brief updated news (2/3)

### ❖ TRL Study & European Commission activities:

- Aim: to assess the solution to 'access in vehicle data and resources' using one (or even a combination) of the following:
  - In-vehicle interoperable, standardised, secure and open-access platform
  - In-vehicle interface (but there is no definition of what this would be)
  - Data Server platform, which is possible as one of three solutions – a) Extended Vehicle, b) shared server or c) B2B marketplace
- The data received by TRL did not contain sufficient detail (e.g. costs involved, cost/benefit analysis,...)
- The workshop exposed (again) the deep division between the vehicle manufacturers' extended vehicle proposal and the other stakeholders who require direct access to in-vehicle data and resources. TRL were challenged over their analysis of some of the legal investigations: they did not see any direct barriers and therefore do not intend to conduct any further legal investigations



## Brief updated news (3/3)

### ❖ TRL Study & European Commission activities:

- TRL have now asked for feedback on the cost/benefit details from the various stakeholders, which is needed within a 2 week timescale.
- The final recommendation must be provided by TRL to the European Commission by the end of May 2017
- **Next steps:**
  - AFCAR will hire legal and statistics consultancies to be able to provide all fact & figures to TRL
  - EGEA to raise funds to participate to this work as EGEA has no figures/statistics available to show the importance of our sector and assess a cost/benefit analysis of our OTP solution
  - Face-to-face meeting to be organised with TRL to present our position and impacts on our members.

### ❖ EGEA/AFCAR activities

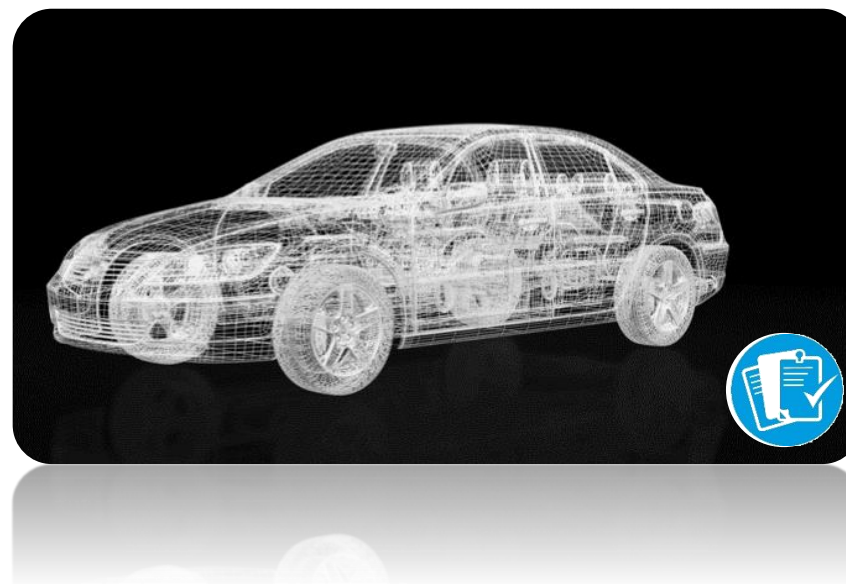
- Finalisation of EGEA Position Paper on Connectivity for circulation to members and WG2 members for final feedback
- EGEA to continue its lobbying activities together with AFCAR colleagues at the EC (top hierarchy)
- To organise small group meeting with dedicated experts without involving all WG2 members





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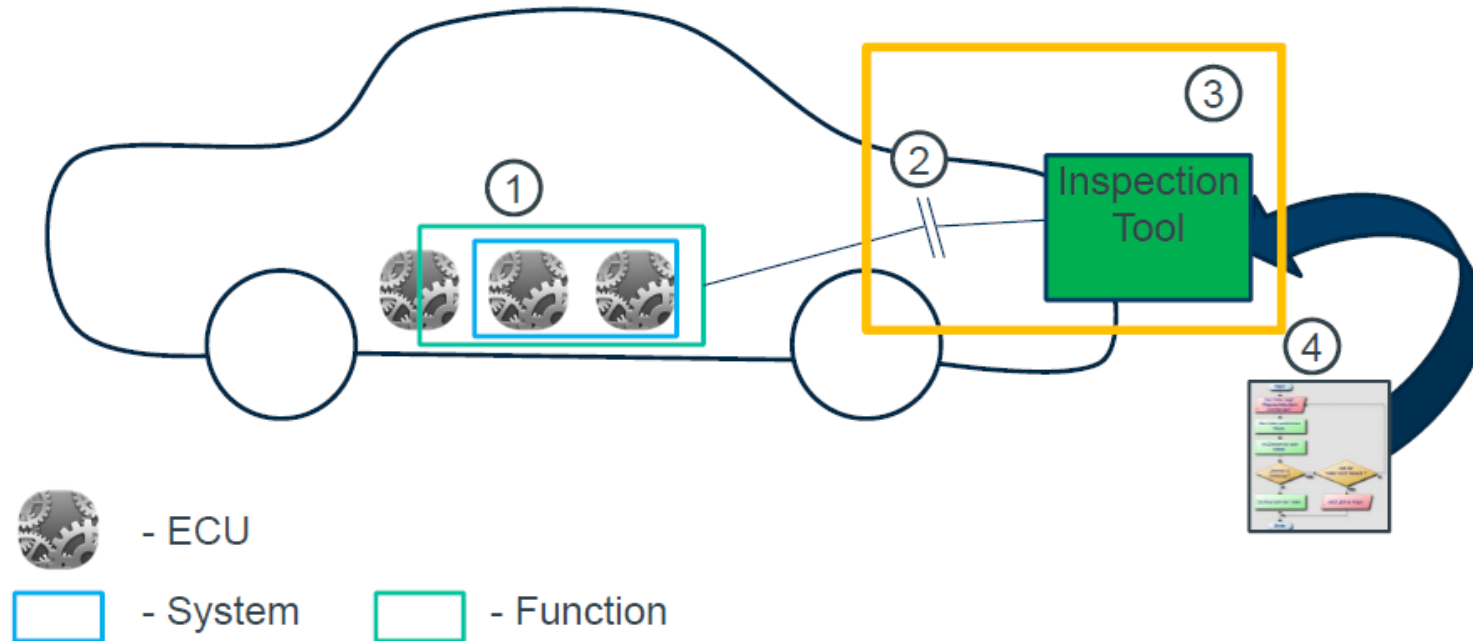
ePTI







## ePTI – scope of ISO draft standard



1. Definition what has to be inspected (e.g. function, thresholds, conditions)
2. **Interface vehicle -> tester (e.g. communication, security, timings, services)**
3. **Data to interpret information (e.g. format, content, exchange methods, versioning)**
4. Definition of inspection sequences and methodologies

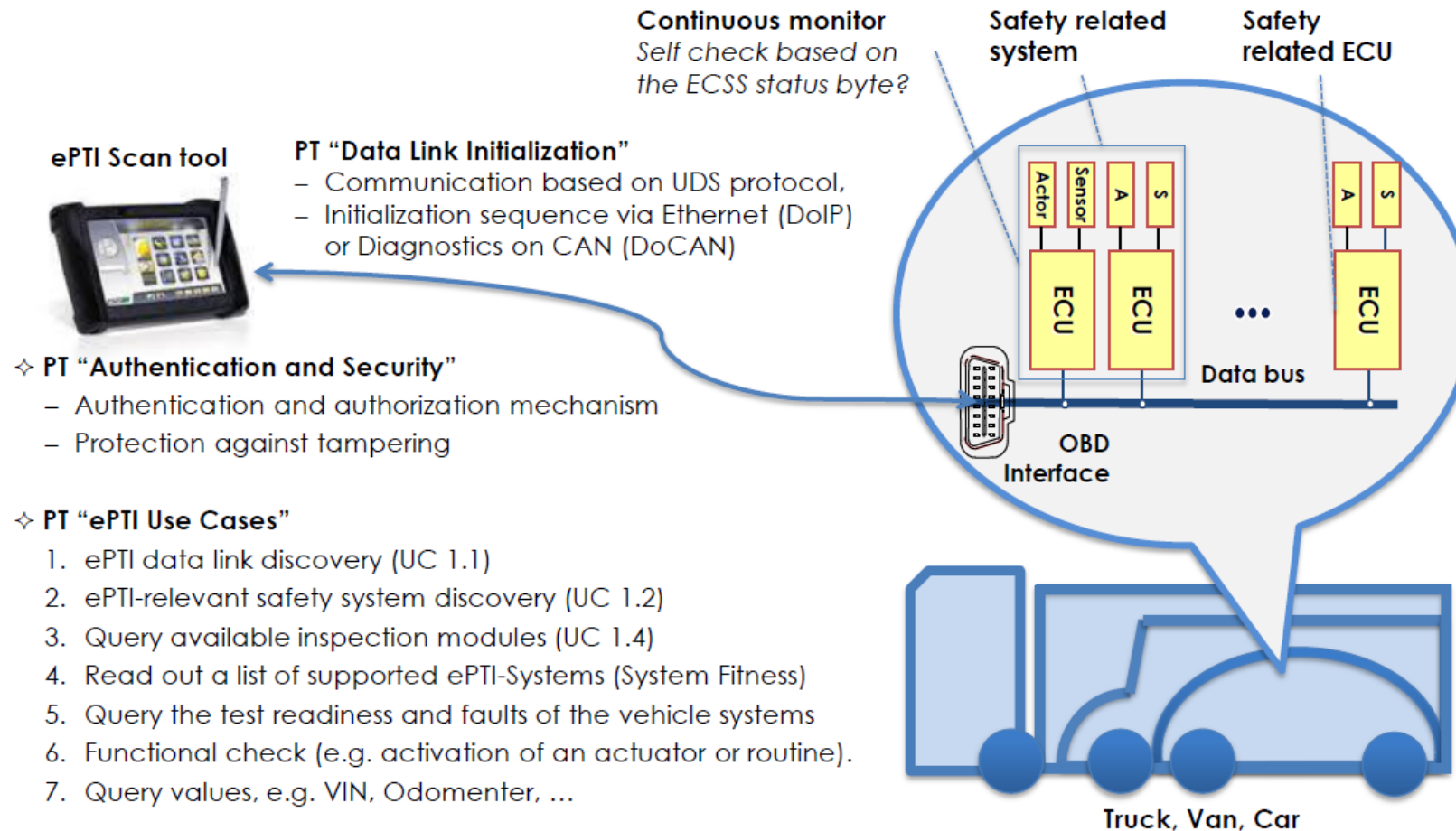


## ISO TC22/SC31/WG7 ePTI - Scope in details:

- communication between the Inspection Tool and the ePTI relevant system
- reading of basic vehicle information (identification, systems fitted)
- specification of required ePTI tests:
  - ✓ fitment test (e.g. Adaptive Cruise Control – equipped [YES; NO])
  - ✓ status test (e.g. Airbag – [OK; NOK])
  - ✓ functional check (e.g. Activation of exterior lighting)
- authentication and authorization mechanism needed, but a big threat for EGEA members!
- protection against tampering of the defined ePTI test methods



## ePTI – Big Picture

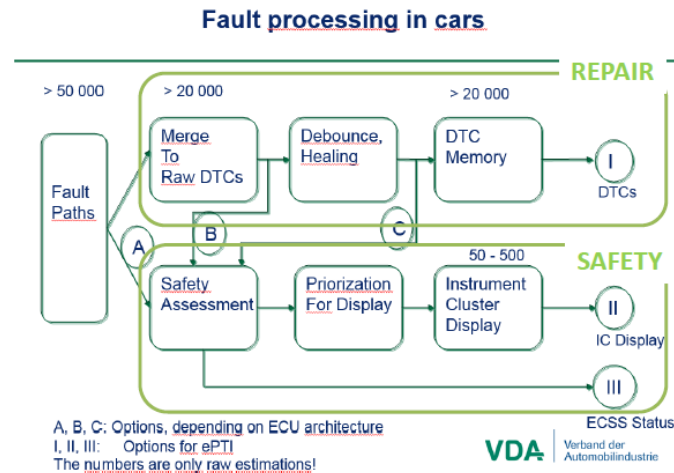




## Next Steps

### ❖ Key points discussed at last f2f meeting - 01st & 2nd December in Munich:

- Report about the last authentication and authorization mechanisms to discuss it with WG2!
- Last contentious Use Cases (1/2):
  - Technical Fault Information Solution (UC 5.3) and Actual and/or stored values/measurements (UC6.4)



The usage of repair information for PTI purposes (no matter whether the PTI information is onboard or offboard) would lead to massive efforts (evaluation of each DTC)!





## Next Steps

- Contentious Use Cases (2/2):
  - ✓ Software version and integrity information (UC 4.3, 4.4)
  - ✓ Readiness Status and conditioning (UC5.1 and 5.2)
  - ✓ Activate safety system's actuators / routines (UC 6.1) → VMs not giving direct access to actuators, but prefer a more controlled way ("Routine Control") that however may require more effort to implement. Likely both approaches will be allowed, bringing more complexity to the equipment manufacturers.
- It was noted, that based on the feedback of the functional request for ePTI relevant system identification, the tester shall be able to set up a configuration table for all supported functions that can be requested physically. NOTE: This is a deviation of current OBD implementations which always requires functional requests;
- Technical solutions based on UDS services for at least 6 use cases have been identified and agreed upon so far.

❖ Next f2f meeting from 21st to 23rd February in Berlin





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## Update on WG6 activities





## WG6 – Suspension testing activities: report from meeting with GOCA on 26/01/17

- On one side, meeting with GOCA was very fruitful. GOCA confirmed that the Belgian Ministry of Mobility is the official owner of the specifications but no official publication was done at that time. According to GOCA, it is still therefore their property since they wrote the specifications.
- GOCA ready to give it to EGEA → legal details to be analysed by lawyers
- If EGEA's intention is to sell it, then GOCA is proposing:
  - For free for EGEA members
  - If sold to third-party, a percentage should be for GOCA
- On the other side, Pavel is now offering his mechanical design drawings of suspension tester (his model vs. GOCA model) to move forward quickly and lower production costs
- Next steps:
  - EGEA to discuss legal implications with lawyers for GOCA IPR on specifications
  - The Board to discuss financial involvement of GOCA
  - To decide which model to adopt
  - To decide if next WG6 meeting (tbc – 06/04) will be a blackroom meeting or not



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## Update on WG9 activities





## WG9 – EGEA Label – MACs

- **Legal process:**

- Registration of collective trademark has been made in December 2016 – investigation among others applicants that have the name of EGEA in their mark is currently being conducted, with no objection confirmation of the registration will be made by the EU office
- The secretariat to subscribe to indemnity insurance: after consultation with the lawyers, it appears that the insurance is not mandatory, however there are remaining risks even if we consider them rather low (only German liability evaluation).

- **Website update + creation of logo:**

- EGEA logo has been updated
- New label logo has been created
- EGEA website to be updated, inclusion of a new 'Get your label!' dedicated tab/page with the list of approved equipment

- **Last open points:**

- To finalise the MAC servicing best practice guide – WG9 members will be invited to comment
- To create a certificate of compliance to EGEA specification (incl. Number of application + signature of EGEA President?)
- To create an application form + label procedures manual (incl. Flow chart) + appeal procedures





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## Update on WG10 activities







## WG10 activities

- At the last joint EGEA Board and ASAnetwork Board meeting on the 9th of November 2016, decision to move forward together and open asanetwork with alternate implementations for both the equipment and the network manager with a way to guarantee compliance of various solutions (notified bodies). WG10 would specify a software compliance test tool to be developed for automated testing of the solutions (both equipment and network manager)
- Next steps:
  - Asanetwork shareholders' meeting will take place on February 21<sup>st</sup>
  - Due to lack of time, Frank did not prepare any business plan neither confirmed minutes of the meeting prepared by MLB + EVH.
  - Frank will ask to open the Asanet standard with open notified bodies and open protocols
  - Frank will keep EGEA informed after that meeting



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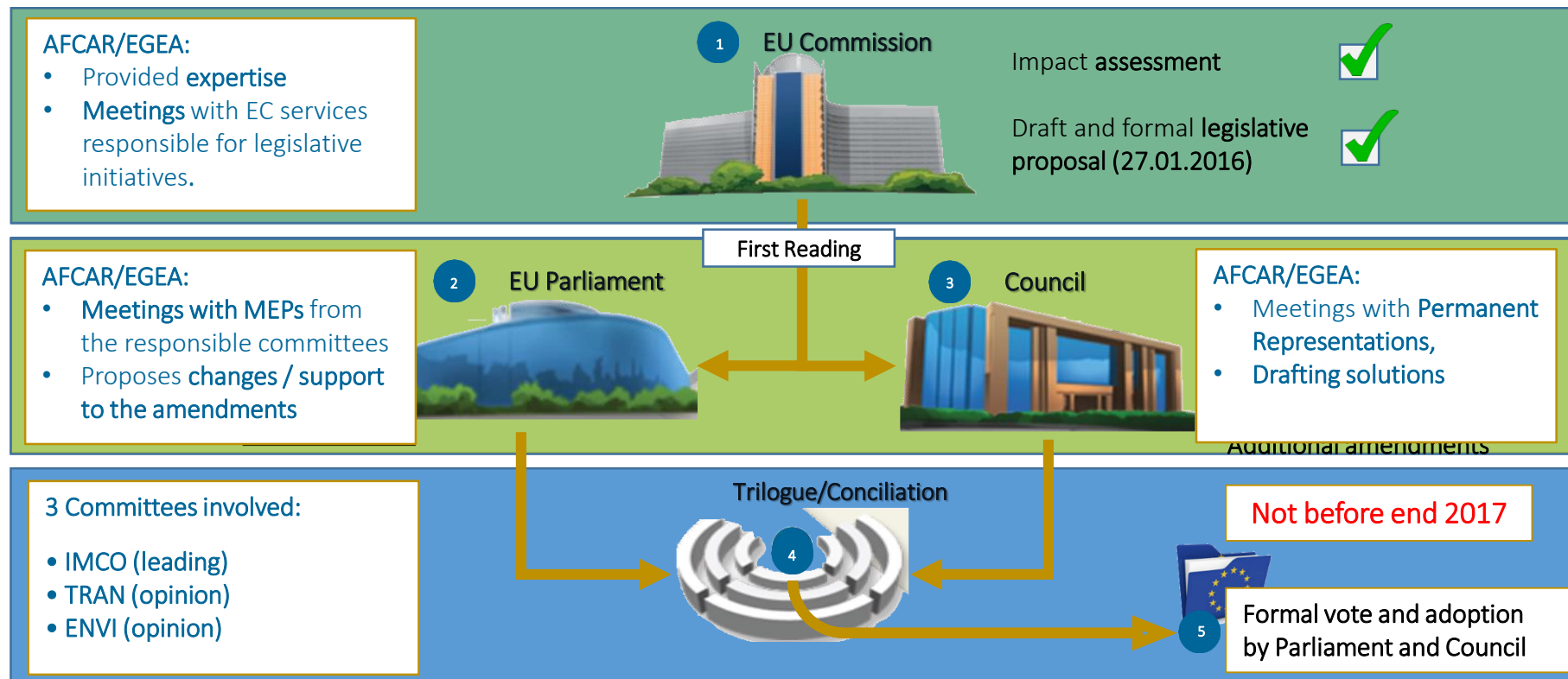
# Revision of the Vehicle Type Approval Framework Regulation

[Draft Regulation COM(2016) 31 final]





## New Type Approval Regulation: Current Political Status





## New Type Approval Regulation: AFCAR/EGEA Position



### AFCAR/EGEA position

We strongly uphold that adaptations are needed now to remedy structural deficiencies.

Need for updating of 10 years old RMI legislation shall be kept separate from 'digital/telematics' issue (otherwise: risk of being "rolled-over")

Introduction of clarifications for a better respect of the spirit and a more robust application of existing RMI legislation

Correct transposition errors and re-instate omissions (!)





## Internal Market Committee – IMCO

Secretariat Administrator: [Tanja SKYUM-NIELSEN](#)

(meetings which took place are marked in blue)

Political Group	MEPs				Political group advisors
	Rapporteur/Shadow rapporteur	Vice-coordinator	Others		
ECR (European Conservatives and reformists group)	Dan DALTON	Anneleen Van BOSSUYT			Cameron Smith (Political Advisor)
EPP (European People’s party)	Ivan ŠTEFANEC	Róza Gräfin Von THUN und HOHENSTEIN	Lara COMI	Dariusz ROSATI	Francesco Frapiccini (Political Advisor)
			Carlos COELHO	Othmar KARAS	
		Mr. Andreas SCHWAB	Adam SZEJNFELD	Anna Maria CORAZZA BILDT	
			Elisabetta GARDINI	Antonio LOPEZ-ISTURIZ WHITE	
ALDE (Group of the Alliance of Liberals and Democrats for Europe)	Dita CHARANZOVA	Antanas GOUGA (requested)			Thierry Masson (Political Advisor)
S&D (Alliance of Socialists and Democrats in the EP)	Christel SCHALDEMOSE	Evelyne GEBHARDT	Sergio COFFERATI	Nicola DANTI	Corina Popa (Political Advisor)
			Kerstin WESTPHAL	Maria GRAPINI	
			Marlene MIZZI		
Greens (Group of greens)	Pascal DURAND	Julia REDA			Claire Kwan (Political Advisor)
EFDD (Europe of Freedom and direct democracy group)	Marco ZULLO	Ms. Margot PARKER			Daniel Paddock (Political Advisor)



## New Type Approval Regulation: AFCAR Position on Aftermarket Topics



OBD and RMI Information (in general) shall be given “in a machine-readable format that can be electronically processed”

Tabled

Information for unequivocal vehicle identification: “electronic data set containing a list of all VIN numbers and the correlated individual specifications and configuration features”

Tabled

Correct omission: Remote diagnostic support for IAM – but to be provided for Passenger Cars , Light Commercial Vehicles and Heavy Duty Vehicles

Tabled

Re-programing standards for PC, LCV and HDV as part of type approval

Introduced via Council



# New Type Approval Regulation: AFCAR Position on Aftermarket Topics



OBD Connector: provision to keep the OBD port open so that real time in-vehicle data stream shall continue to be made available

Tabled

Update: Reference for the 'non-discrimination principle' shall be the OEM and its network, and not any longer only the authorized repairers (= retail level)

Tabled

Correct omission: Reinstate re-programming standards for passenger cars

Tabled

VCIs: More robust wording to ensure efficient multi-brand diagnostic test equipment

Tabled



# New Type Approval Regulation: AFCAR Position on Aftermarket Topics



Fast reprogramming: faster updates compatible with existing standards and include the latest protocols that are being used for diagnostics and re-programming

Tabled

Roadworthiness: technical information needed for PTI now included in the general definition of RMI  
+ Technical Annex on RMI to include specific information for roadworthiness testing

Tabled





# New Type-Approval Regulation : Timetable

## Timetable in the EP:

- 9<sup>th</sup> February 2017 IMCO Committee – Final Vote on the report
- 5<sup>th</sup> December 2016 TRAN Committee – Final Vote on the opinion
- 7<sup>th</sup> November 2016 ENVI Committee – Final Vote on the opinion

## Timetable in the Council

- 6th & 7th February 2017 Meeting of the Council Working Party on Technical Harmonisation
- 13th March 2017 Meeting of the Council Working Party on Technical Harmonisation



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# Mutual Recognition





## Mutual Recognition

- Mutual recognition should be the simplest way of allowing products to circulate freely in the single market: legally marketed in one country means legally marketable in up to 27 other countries. Yet, it seems that only a few companies opt for the mutual recognition route in order to access new markets.
- This is why the European Commission decided to launch this online public consultation to seek the views on all stakeholders on:
  - the mutual recognition principle and its possible shortcomings
  - the functioning of the Mutual Recognition Regulation
  - potential options to be explored for the revision of the Mutual Recognition Regulation
- EGEA replied to EC public consultation (deadline: 30th September 2016)
- Some Board Members fear that this will not be the best solution to avoid new partners such as Asia entering into market without fulfilling technical requirements. Suggestion to remove barriers but to include new EU more stringent standards.
- Next steps: pending on the Board decision and discussion, EGEA to start working on that topic



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## BER2010 – tooling arrangements







## BER2010 – tooling arrangements

- Report from some members that German vehicle manufacturers are imposing to authorised workshops the use of German garage and test equipment only discrimination towards non-German equipment manufacturers
- According to the BER2010 – Regulation 461/2010, the European Commission confirmed in its FAQs number 13 that it is unlikely that such restriction would lead to a breach of competition
- Next steps: Should we ask lawyers to investigate the case? If yes, funds should be raised.



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## EGEA Survey on priorities for 2017



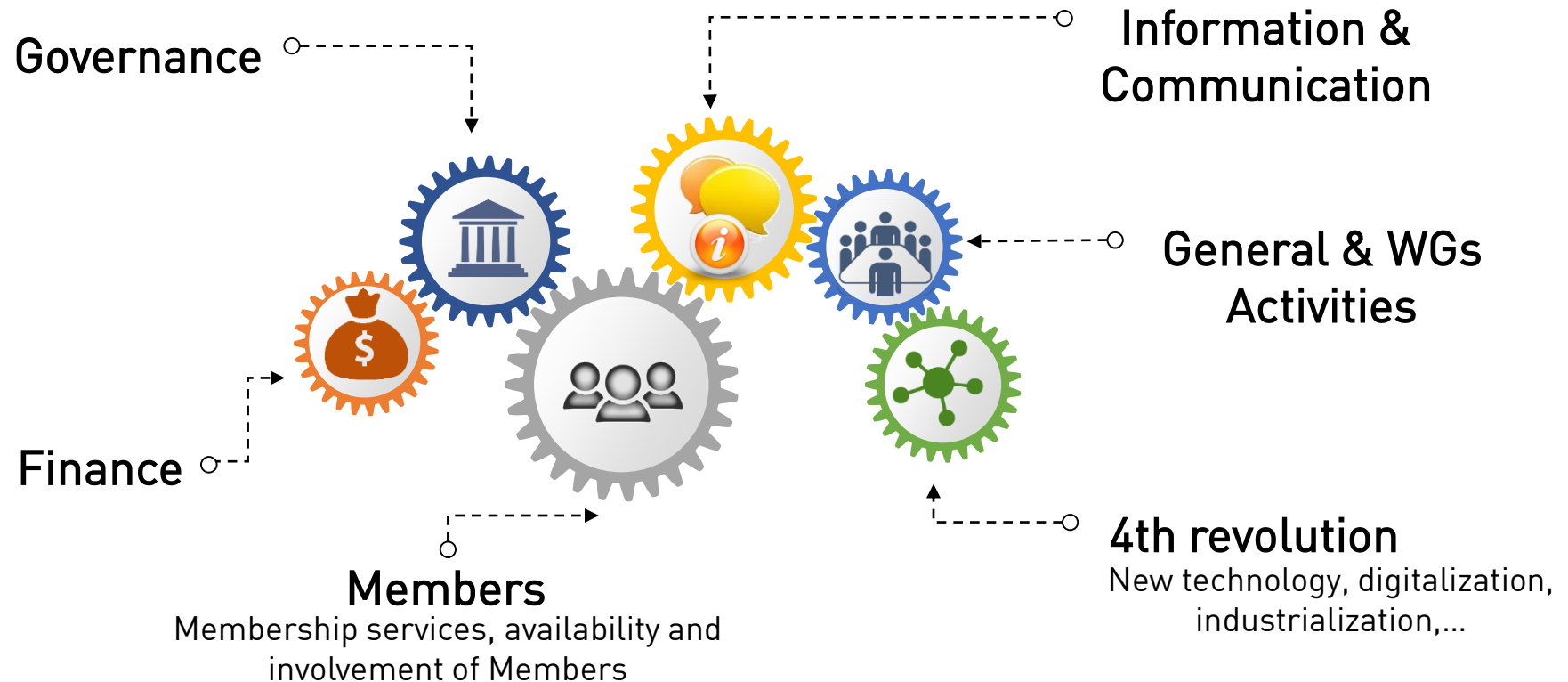


## EGEA Survey 2017 – state of affairs

- Survey was launched on the 21st of December 2016 and distributed amongst EGEA Board Members, Members and WG Chairmen.
- Until now, only 7 replies
- Members were invited to reply to it with no obligation to reply to all questions
- Should it be expanded to all WG members?



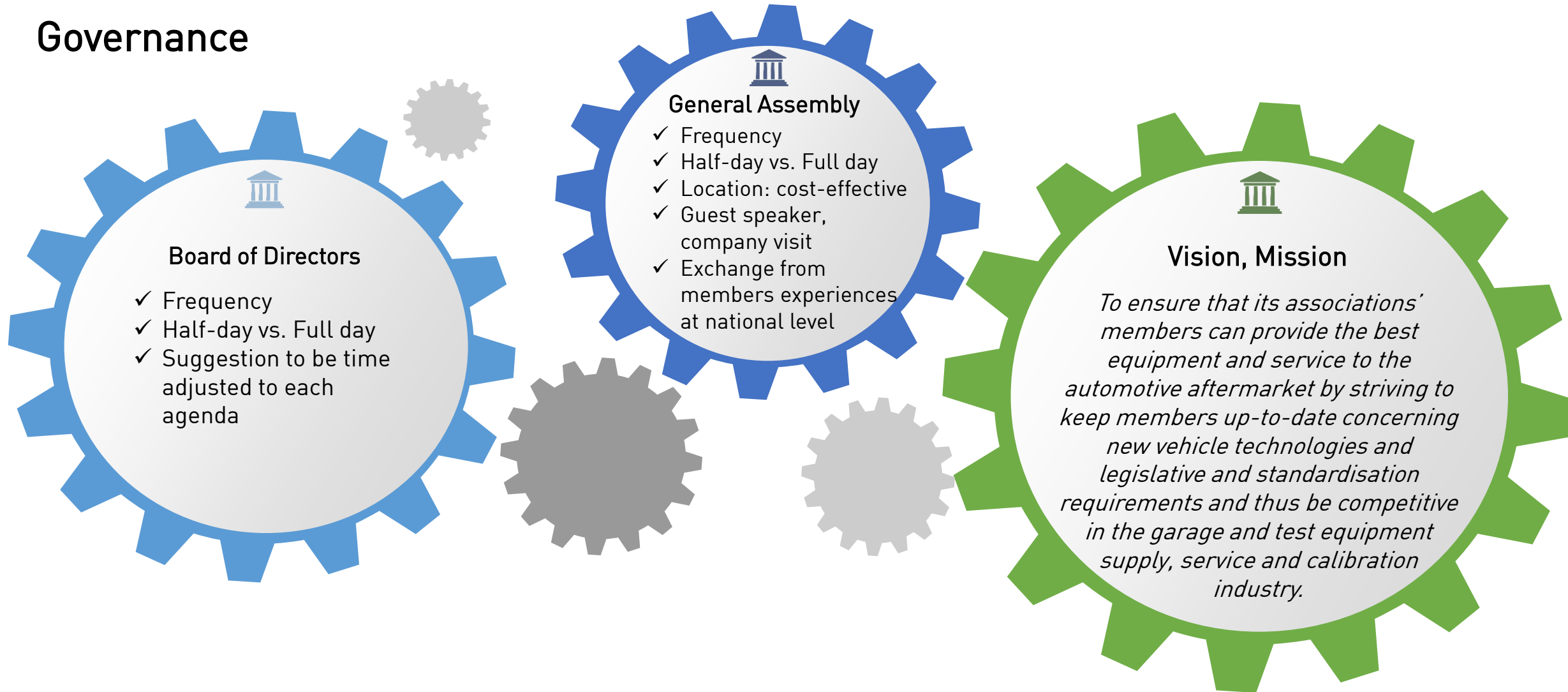
## 6 Gears...







## Governance





# Finances



- Financial documents to be reviewed
- Suggestion: yearly budgeted forecast + budget to be reviewed at each Board and GA meetings
- To be easier to read
- 1 or 2 financial statements per year?



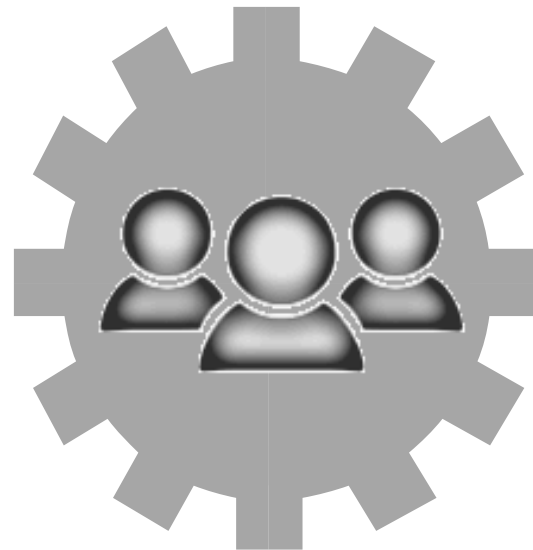
# Members

## More reactivity and assistance

- Better assistance should be provided but no precision has been made on how & on what (suggestion that the secretariat call periodically (2/year) each member individually in order to ask what the main actuality is in its country and how EGEA can help.
- Request to be more rapid and reactive, but sometimes delay/poor reaction due to external actors/factors

## More reports

Request to get more regular reports from each working group. e.g.: What challenges are around the corner for that sector and any technology changes that our members should be aware of?



## More information

- More specific information to members to inform their members
- Full overview of any new directives coming from the EU

## More involvement

- More involvement from members, incl. distributors
- More visibility at national level: association & companies
- More involvement in WGs



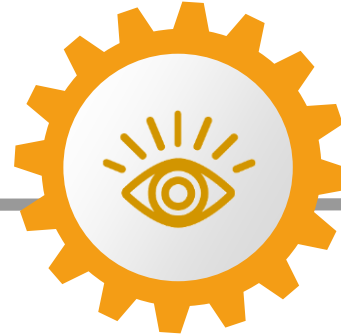
### Newsletter

- 1/month
- 2/year
- 3/year
- To incl. what WGs have been doing



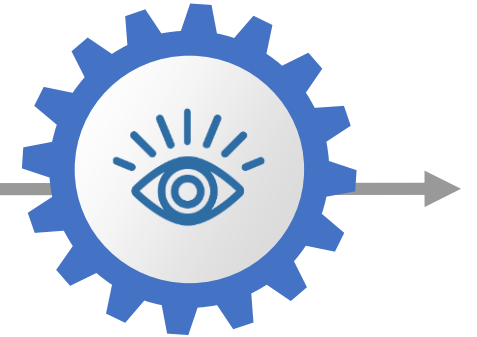
### Website

- Few visits
- Few updates
- Intranet/Member's area needed to access documents
- Dropbox not secured enough



### EGEA Visibility

- To update website & logo
- To be closer/independent to FIGIEFA
- Press campaign (press database needed)



### Visibility with members

- Communication outlets for members' use (letters/business cards)
- Newsletter for members with WG activities





### Most important challenges

- connected-car
- E-mobility
- Test methods for new vehicle technologies
- PTI legislation + safety issues
- RMI
- Environment
- Next generation of tail pipe testing
- Common European suspension test technology
- Standardising a European electronic headlamp assessment for the PTI
- Making BS 7980 a common European standard.



### Short & medium-term priorities

- Suspension test
- EGEA network
- A strong common position on key topics (to be reactive and solidar)
- A list of priorities/key topics to be voted on (from most important to not important) to decided on time/money allocation
- Communication and WG activities reports
- Consolidate involvement of members/national associations

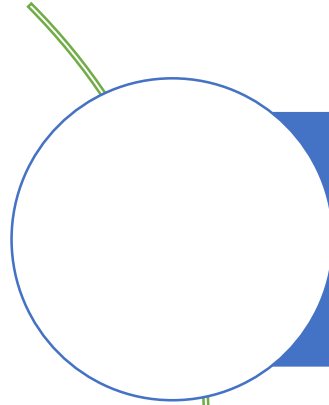


### Long term priorities

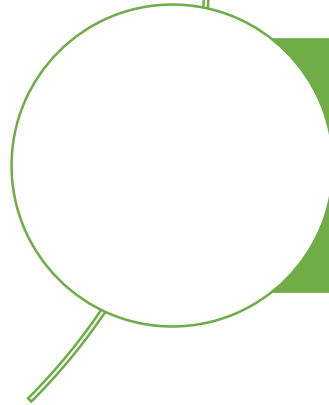
- Improve visibility to be an authority for automotive equipment
- Globalization: look outside EU as well (Geneva UNECE activities)
- More independent from FIGIEFA to establish priorities
- Be the voice of all actors in our business : manufacturers, distributors, installers,...



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Value given in non-lobbying activities such as the label as it helps maintaining a minimum quality level in our industry, give visibility to EGEA, and can help promoting the association beyond Europe



Confirmation that 'data' are influential to the independent aftermarket



## General activities (1/2)



Revision of vehicle type-approval



Access to in-vehicle data



Free Flow of Data



GEAR2030



Market Data Study & Statistics



## General activities (2/2)



Access to PTI technical info and revision of test methods



PTI Directive – implementation at national levels



Mutual Recognition Regulation





## WG1 activities



Revision of EN1493



Installation and checks of lifts



PROSAFE Initiative



Evaluation of the Machinery Directive



## WG2 activities - emissions



CITA SET II Study



OBD vs. tailpipe testing



MID Directive



## WG2 activities - diagnostics



ePTI



Camera/radar-based systems testing



Access to technical information for diagnostic tools for all categories of vehicles



Reverse engineering



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## WG4 activities



New EU standard for tire changers





## WG6 activities



Installation and checks of lifts



PROSAFE Initiative



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## WG9 activities



EGEA Label



Co2



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## WG10 activities



European Network Standard for PTI and workshop equipment



## What should we strive for?

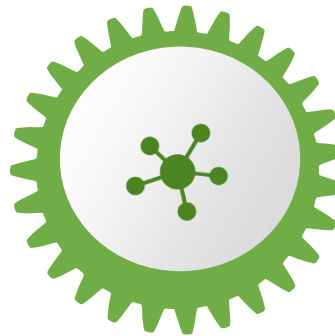
### Need for right skills and info

To make sure that our businesses have the right skills and information to anticipate the needs of a rapidly changing world. So, keeping them informed and discussing global and specific trends in all of our working fields.

### New value added services

Support our industry in providing new value added services that are currently not seen as part of our business and are not protected by legislation (e.g. Euro 5).

## The 4th revolution



### Political support

Legislation and political support needed to address these new challenges

### EU + outside EU

Monitor the global market and look for trends and solutions outside EU.





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# Finances





## Update on new calls for funding - CONFIDENTIAL

### ❖ Call to fund legal complaint to European Commission on access to in-vehicle data:

- AFCAR is currently investigating with lawyers the possibility to launch an official legal complaint to DG COMP at the European Commission for abuse of dominant position regarding access to in-vehicle data
- Independent diagnostic tool manufacturers within EGEA are willing to support that legal complaint
- Sensitive discussions within EGEA Working Group 2 members with tier-one suppliers who are also diagnostic tool manufacturers and who signed the VDA agreement
- Next steps: how to launch a call for funding within EGEA and to whom (25000 euros/company required)?

### ❖ Call to fund the new AFCAR Campaign – ‘Live vehicle data: direct access, driving progress’

- Contribution required: 20.000 euros
- The strategy of the campaign is almost finalised.
- Next meeting with the consultancy in the coming week to finalise the motto and key message



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## Right to Repair Campaign





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## eCall Regulation Mandate







## eCall Regulation (EU) 2015/758

### *Article 12(2) of eCall Regulation*

Following a broad consultation with all relevant stakeholders and a study assessing the costs and benefits, the Commission shall assess the need of requirements for an *interoperable, standardised, secure and open-access platform* by 9 June 2017





## Our strategic intent

- **Legal Framework:** We intend to convince policymakers that regulation is needed for a *continued* access to in-vehicle data as the preferred option in order to ensure innovation and free competition in the aftermarket.
- We link it to the **broader economic and societal benefits** of open access to car data and free choice of service that comes from the implementation of an interoperable system.



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The Goal:  
Ensure that the technical TRL Study be accompanied by a  
political debate creating awareness for the need for  
appropriate legislation







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## Political setting in Brussels







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**Frans Timmermans**  
First Vice-President: Better regulation  
(SMEs affinity /trust in EU)



**Jyrki Katainen**  
Vice-President: Jobs, Growth, Competitiveness  
(Horizontal portfolio – seeks issues “to shine”/ Clusters  
**Bienkowska/Oettinger/ Bulc/Vestager**)



**Andrus Ansip**  
Vice-President: Digital Single Market  
(Horizontal digital portfolio, no own DG/ some competition with Oettinger)



**Günther Oettinger**  
Commissioner: Digital economy  
(Initiatives: Free Flow of Data/ Industry Roundtable)

DG  
CONNECT



**Elzbieta Bienkowska**  
Commissioner: Internal market, industry, SMEs

DG  
GROW



**Violeta Bulc**  
Commissioner: transport  
(Portfolio & Initiatives: Intelligent Transport Systems)

DG  
MOVE



**Vera Jourova**  
Commissioner: Consumer protection

DG  
JUST



**Margrethe Vestager**  
Commissioner: competition

DG  
COMP



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EUROPEAN GARAGE EQUIPMENT  
ASSOCIATION

# ***OBJECTIVES:***

Ensure that EU decision makers  
**CONSIDER** the consequences of  
policies and legal acts

Address VMs' position –  
the **Extended Vehicle**





# ***The main challenge:***

**Going against the current:**

**convince decision makers to take a step back from the accelerated adoption of the connected car and evaluate the consequences, WHEN IT'S EASIER TO TAKE THE READY-MADE SOLUTION (EXTENDED VEHICLE)**

***We need to change the tone and focus of the discussion.***

***Create a sense of urgency***

***From  
TECHNOLOGY***

**From a discussion focused on  
innovation, technology, fast adoption  
and efficiency**

***To  
SOCIETAL  
IMPACT***

**To a paradigm that discusses the societal  
and economical impact**





## Tier 1

Press Release, A European agenda for the collaborative economy, 2 June 2016

*"The **collaborative economy** is an opportunity for consumers, entrepreneurs and businesses – provided we get it right. If we allow our **Single Market to be fragmented** along national or even local lines, Europe as a whole risks losing out."*



Bienkowska, DG GROW

- Isolated from her government
- Interested in collaborative economy
- Prefers meeting large companies
- Prefers Polish representatives
- Cabinet offers easier access
- Right Hand Tomasz Husak, former Deputy Head of Perm Rep

## Tier 2



Bulc,  
DG MOVE

Blog post on innovative transport services, 27 May 2016  
*I am excited about the possibilities and innovative, people-friendly solutions that the collaborative economy offers in the field of transport. New operators are providing a useful stimulus to the market and answering the real needs of people.*



Oettinger,  
DG CNCT

Interview at CeBIT, 3 June 2016  
*Whose data are these, anyway? Do we need to step in and regulate? Or will car manufacturers and car owners negotiate their own set of deals? And how level is the playing field between the two?*



VP Ansip  
Data economy

Could take over from Oettinger;  
Leads on data economy  
Communication, incl. public consultation Q1 2017;  
4 Priorities:  
(a) the free flow of data; (b) Data access and transfer; (c) Data liability; (d) Data portability, interoperability and standards

## Tier 3



Vestager,  
DG COMP

EDPS-BEUC Conference on Big Data, Brussels, 29 September  
*Car companies might decide not to share information ...and companies also need to be sure that pooling data doesn't become a way to shut rivals out of the market. It's one thing to decide who you want to cooperate with. But that decision shouldn't deny the others a chance to compete.*



VP Katainen

Publication of European Agenda for collaborative economy, 2 June 2016  
*A competitive European economy requires innovation, be it in the area of products or services. Europe's next unicorn could stem from the collaborative economy. Our role is to encourage a regulatory environment that allows new business models to develop while protecting consumers and ensuring fair taxation and employment conditions.*



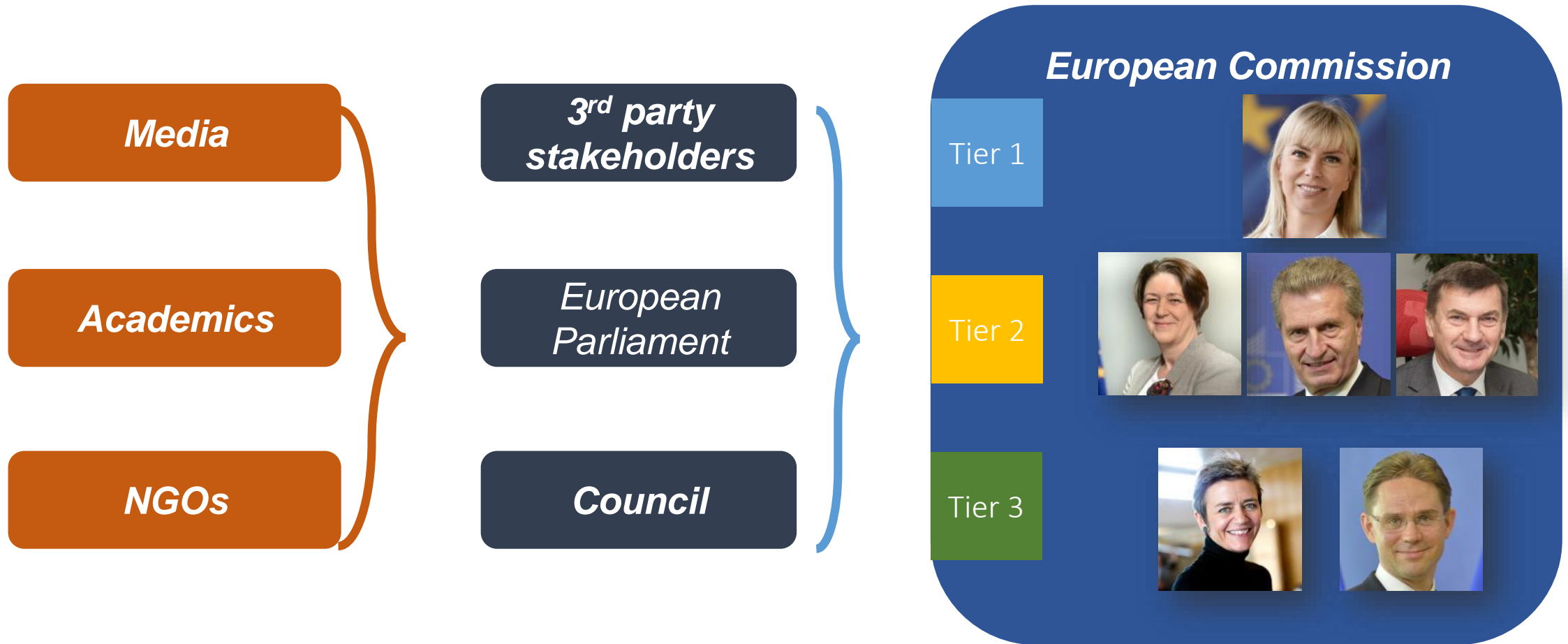
***Umbrella tagline:***  
***Live vehicle data : direct access, driving progress***

**Why it works:**

- It's referring to unrestricted access by using the term « direct »
- It's short, easy to use and easy to remember
- The term « progress » implies innovation as well as economic and social benefits
- It plays on giving direct access instead of saying « open access »



## How the campaign will work?







# I-Campaign messaging & branding

- **Objective:**
  - Messaging: Develop the message structure and collect facts & figures to back the messages. The message structure will serve for the development of all the campaign material.
  - Branding: Develop the visual identity of the campaign that will be on all the media material, social media channels and website.
- **Deliverables:**
  - Messaging: A message house including the overarching narrative of the campaign; the narrative for each message pillar backed by facts & figures.
  - Branding: A logo, colour pallet, look & feel, template for the webpage, brochures, infographic and power point presentations.
- **Timeline:** Start the development right after the strategic meeting aiming at having this ready by end of January.
- **Key position of EGEA within AFCAR & the aftermarket:** EGEA diagnostics is the foundation of the whole repair process → all AFCAR members counting on EGEA and reverse.





# Live vehicle data: direct access, driving progress

**Granting unrestricted real-time car data access to FIGIEFA members and partner industries will fuel the collaborative economy by maximising the value creation, improving data security, and boosting the innovation potential of the automotive sector to the benefit of consumers, the economy and society.**

## COLLABORATION

### **Direct access, fuelling value creation:**

Unrestricted live access to car data allows involvement of other parties to build synergies, improve services and increase value.

Objective: Illustrate the vision of future value creation by FIGIEFA members and like-minded partners.

What we need from you: Data and case studies of successful collaborations.

## INNOVATION

### **Direct access, empowering innovation & consumer choice:**

Thanks to real-time & direct access to car data, FIGIEFA members will be able to collaborate and produce innovative, cutting-edge, tailored-made services, thus meeting and surpassing rising customer expectations.

Objective: Illustrate the potential for added value creation.

What we need from you: Data and case studies of successful innovations made possible by access to data, in particular in relation to time, critical and safety.

## ENTREPRENEURSHIP

### **Direct access, driving independent entrepreneurship & competitiveness:**

Unrestricted live access to data means social and economic progress. It promotes economic growth through independent entrepreneurship & competitiveness.

Objective: Illustrate the positive economic impact of direct and real-time access to car data.

What we need from you: Data and case studies of successful impact (e.g. SMEs case studies).

## TRUST

### **Direct access, strengthening security:**

Contrary to the misconception that open systems are less secure, unrestricted live access to data allows for greater security.

Objective: Reassure the legislator & the public that their data will be safe in the system advocated by FIGIEFA.

What we need from you: Data and facts about the standards applied backing the claim that shared access to data allows for greater security.

For reactive statements only

### **Call to action: Interoperable platform – source of competition, independent entrepreneurship and consumer choice**

If unrestricted access to vehicle data is not granted, consumer choice as well as the sector's competitiveness and entrepreneurship will be hampered.

The extended vehicle approach is a poisoned chalice as it puts solely the VM in control of the vehicle data.

Therefore, to realise the full potential of vehicle data for the benefit of consumers & society and the future of the independent aftermarket, it must be abandoned.

# ***II-Material development***

- **Objective:** Once the messages have been defined and before launching the PR campaign, it is critical to have all the communication tools in place. We will develop a number of assets that will be used throughout the campaign.
- **Target audience:** The assets will be shared with media and stakeholders, both in Brussels and in selected member states (e.g. Poland, Germany).
- **Timeline:** The assets will be launched and distributed to support specific campaign milestones (see detailed campaign planner).
- **Deliverables:**
  1. Infographic
  2. Brochure (copyediting & design of existing version)
  3. 4 factsheets
  4. Personal stories (2 videos and 3 articles)



**EGEA**  
EUROPEAN GARAGE EQUIPMENT  
ASSOCIATION

**THANK YOU**

GRACIAS  
ARIGATO  
SHUKURIA  
JUSPAXAR  
DANKSCHEEN  
TASHAKKUR ATU  
YAQHANYELAY  
SUKSAMA  
EKGHMET  
MEHRBANI  
PALDIES  
BOLZIN  
MERCII  
TINGKI  
BIYAN  
SHUKRIA  
MINMONCHAR  
MAKETAI  
SIKOMO  
EKOJU  
HATUR GLI  
UNALCHEESH  
SPASIBO  
DENKAUJA  
NEMACHALHYA  
MERISI  
ATTO  
ANIKHA  
DHANYADAAD  
WADEEJA  
MAITEKA  
HUI  
YUSPAGADATAM  
CHALTU  
NUHUN  
SNACHALHYA  
SPASSIBO  
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BARBA  
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GAEJTHO  
GOZAIMASHITA  
EFCHARISTO  
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