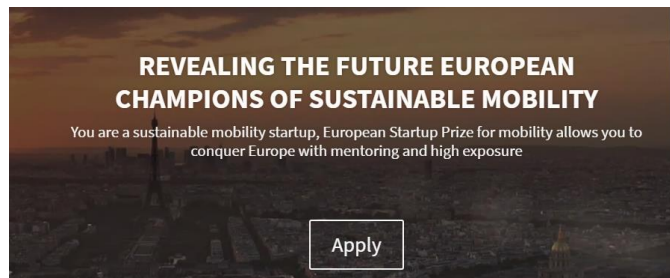


Official launch of the 1st European Startup Prize for Mobility with CECRA as partner



More than 150 people were present yesterday for the official launch of the European Startup Prize for Mobility, the first European public-private initiative to support startups innovating in the field of mobility.

It is to propose concrete innovations in the area of new mobility systems that CECRA and many partners such as Via ID and The Boston Consulting Group have come together.

“The Prize was created to give entrepreneurs the chance to shape a future mobility industry which is both sustainable and beneficial for both mankind and the planet. The wider objective is to make Europe the world’s leading pioneer in the sector.” said Karima Delli, MEP, Chair of the European Parliament's Transport and Tourism Committee and co-founder of the prize.

Political personalities, business leaders, startupperes and international mobility experts gathered to support and construct green and connected mobility, to the benefit of everyone and of the planet.

Andrus Ansip, European Commissioner for the Digital Single Market and Vice President of the European Commission recalled that today's situation regarding data in Europe had to change. “The European digital Single Market is about making the best value of data and facilitating imaginative new uses of data. Answering a question raised by Bernard Lycke, Director General of CECRA, about access to data, Mr. Ansip said “Open data will allow small and medium enterprises and startups to scale up and expand”.

The call for application, launched in November has already registered about 100 startups. CECRA and its network of members, the independent repairers and the dealers actively participate in the search for startups and encourage local actions.

“This prize will enable the emergence of a European mobility ecosystem and CECRA sees in this partnership an opportunity to underpin a connected-mobility market as open and competitive as possible » explained Jean-Charles Herrenschildt, president of CECRA.

The awarding of prizes will take place at the European Parliament on February 22, 2018.

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CECRA, established in 1983, is the European federation bringing together national professional associations, which represent the interests of motor trade and repair businesses and European Dealer Councils. CECRA represents on a European scale 336,720 motor trade and repair businesses. Together they employ 2.9 million people.

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