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### CECRA official partner of the 1<sup>st</sup> European Startup Prize for mobility

**Brussels, Belgium:** CECRA has always supported innovative technology to create a more efficient, valuable, secure and sustainable connected-mobility and it is pleased to inform you that it is an official partner of the 1st European Startup Prize for Mobility, organized by the European Parliament associated with influential private partners, with the support of the European Commission.

CECRA sees in this partnership an opportunity to underpin a connected-mobility market as open and competitive as possible. It is standing united in its conviction that competition, innovation, independent entrepreneurship and consumer's interest are the fundamental pillars of today's and tomorrow's automotive market. « Alternative fuels, connectivity and inter-modality offer exciting opportunities for startups using innovative technologies to create a more sustainable connected-mobility and we are proud to support European entrepreneurs in their strategy to broaden themselves in Europe » said Jean-Charles Herrenschmidt, President of CECRA.

CECRA is looking forward to building strong relationships between the startups ecosystem and its members, the independent repairers and the dealers. CECRA and its network of members will participate in the search for startups and encourage local actions.

The European Startup Prize is established by Karima Delli, an environmentalist MEP who presides over the European Parliament's Transport Committee, in partnership with The Boston Consulting Group, a strategy consulting firm, and the mobility startups accelerator VIA ID.

The European Startup Prize for mobility will support breakthrough innovations that will shape the transport and mobility landscape in Europe and around the world. It will be the very first opportunity to bring together all the players involved in mobility in Europe.

“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.

The call for application is now opened (link : [startup.prize.eu](http://startup.prize.eu)) and the awarding of prizes will take place at the European Parliament on February 22, 2018.

For more information:

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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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