



# PRESS RELEASE

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## **Merger of AME and CECRA completed: AME is now the unified voice representing distribution, services and after-sales sectors of individual mobility in Europe**

A new major automotive organization representing dealers, repairers and mobility services has been launched in Brussels. Automotive Mobility Europe (AME) and the European Council for Motor Trades and Repairs (CECRA) have completed their merger on 31 March 2026.

AME brings together leading national associations representing the automotive and mobility services ecosystem across Europe - from dealers to repair shops, independent and franchised companies - as well as European Dealer Councils, into a single, stronger European body.

The initiative ensures that the sector's priorities are effectively represented at the highest levels of EU policymaking. AME will work to promote fair regulation, safeguard market access, and strengthen support for SMEs.

“We launched the idea of creating a new strong alliance in Paris in 2025. I am deeply satisfied that the merger between CECRA and AME has now been completed. AME is built on a shared ambition to create a united voice at EU level to ensure strong representation, foster innovation, and support the sustainable transformation of mobility across Europe”, said Xavier Horent, CEO of Mobilians and Co-President of AME. “We have a lot of work ahead of us. Our industry is experiencing one of the most significant transformations in recent decades. This requires our full attention and a strong, united voice in Brussels. We look forward to working together in AME at this crucial time for the sector, and we look forward to further strengthening and expanding our partnerships in Brussels”, said Jürgen Hasler, CEO of ZDK and Co-President of AME.

“For more than 40 years CECRA has been the trusted voice of dealers and repairers in Brussels. By joining forces in AME, we are creating a stronger and more influential organization at a critical moment, as the automotive industry undergoes a major transformation. I am proud we have taken this step to become even more influential for the benefit of our members across Europe. We look forward to bringing our expertise to the EU Institutions through AME”, says Peter Daeninck, President of CECRA.

AME is now the authoritative and unified voice of the automotive retail and repair and mobility services sector.

CECRA and AME would like to thank Peter Daeninck for his longstanding leadership and his key role in bringing this merger to fruition. His contribution has been essential in shaping this new European organization as well as his dedication to the sector throughout many years.

### **Political priorities**

The AME Board has adopted clear political priorities:

- Legislation must become simpler, more coherent and less bureaucratic for SMEs to navigate.
- We urgently need a fair and transparent market framework in the automotive sector.
- Access to vehicle data and access to battery repair are essential elements for our members.
- The retail and repair sector must become a policy priority.
- AME fully supports the decarbonization of road transport. We will contribute to working towards predictable long-term policy and technology-open solutions for climate neutral road transport.
- Fragmented charging networks must become better across Europe, and charging must become simpler, cheaper and more transparent and electric grids must be reinforced to support rising demand, ensuring electrification as an enabler rather than a bottleneck.

Please see more on [www.automotivemobilityeurope.eu](http://www.automotivemobilityeurope.eu).

### **The AME Board consists of:**

#### **Co-Presidents:**

- Xavier Horent, CEO Mobilians (France)
- Jürgen Hasler, CEO ZDK (Germany)

#### **Vice-Chair:**

- Gitte Seeberg, CEO AutoBranchen Danmark (Denmark)

#### **Treasurer:**

- Rodrigo da Silva, President ARAN, (Portugal)

#### **Board Members:**

- Geert Brummelhuis, Manager Automotive Retail BOVAG (Netherlands)
- Tero Lausala, CEO AKL (Finland)
- Henri de Hemptinne, President TRAXIO (Belgium)
- Jaime Barea, President GANVAM (Spain)

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