

Press Release

Brussels, 15 September 2023

At #CONNECTEurope 2023 more than 230 automotive dealers, repairers and experts gather in Berlin to exchange their expertise on tomorrow's automotive distribution

CECRA and Infopro Digital, a French press group, just held its 3rd edition of #CONNECTEurope, a European and International forum on automotive distribution. The successful event, organised in Berlin, was attended by 230 participants being automotive distributors and repairers of passenger cars & trucks around Europe, representatives of national & international trade associations advocating their interests.

During its 1st plenary session, automotive dealers debate on what to expect from an agency distribution model. Will it be a viable business model? And what about customer data ownership, data which is crucial to improve business performance. All these questions remain at this stage unanswered since the rolling out of agency in Europe has started only recently. The uptake of Chinese electric vehicles is a challenge for Europe's vehicle manufacturers. How will Europe react bearing in mind that electric vehicles are much more expensive than ICE cars and European citizens purchase power is decreasing. CECRA calls upon European decision makers to set up financial incentives programmes to make European electric vehicles more affordable all this to ensure a massive uptake of electric vehicles will take place and reach the EU set climate targets.

New business opportunities for dealers was discussed during the 2nd session. How the agency models are implemented and what will be the impact on distributors business profitability. Distributors urge manufacturers to closely monitor this new distribution model and to adjust where necessary. It goes without saying that it needs to be a profitable business otherwise distributors might be attracted to take on board other brands which engender better profits.

At its 3rd plenary session the focus was on how to professionalise the used car business and how to eradicate odometer fraud. [Car-Pass](#) registering odometer during the vehicle live span is an effective means to tackle the problem. The battery state of health and repairability is key for second-hand electric vehicles' residual value calculation and used EV market.

In between the plenary sessions, 12 workshops took place debating, amongst others, on profitability of electric vehicle maintenance and repairing, in-vehicle data and ownership, new leasing models, optimizing business with customer data, investing in new services and how to adapt the business to consumer changing behaviours.

For more information

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