

The voice of
European vehicle
dealers and
repairers



Goodwill Membership

About us

The European Council for Motor Trades and Repairs – CECRA – is the European federation of professional associations representing the interests of automotive dealers and repairers.

Through its members, national motor trade associations and European Dealer Councils, CECRA represents the interests of 336,720 automotive businesses, authorised dealers and independent repairer shops, all over Europe and beyond. Together they employ around 2.9 million people.

In the automotive retail sector, CECRA acts as a consultative body for its members and represents the industry vis-à-vis other European automotive associations, the European Commission, the European Parliament and other EU institutions.

Who are 'Goodwill Members'?

In order to accomplish its policy objectives, CECRA is continually looking for new partners who would like to cooperate on a specific project or on a fixed-term basis.

If your company has a strong interest in the automotive sector, it can join CECRA as a so-called "Goodwill Member" - a win-win partnership based on a tailor-made approach.

As each company has its own needs and objectives, CECRA offers prospective Goodwill Members three different types of membership: Gold, Silver and Bronze. The benefits of each type of membership are listed in the next part of this brochure.

In addition to our Gold, Silver and Bronze packages, we welcome any additional suggestions you might have in order to further personalise your membership at CECRA.

Feel free to contact us to discuss your ideas for the best possible cooperation between your company and CECRA!

Structure

The day-to-day business is overseen by the Board of Directors. Jean-Charles Herrenschildt has been appointed as the association's President. The secretariat is managed by the Director General, Bernard Lycke.

CECRA is governed by the General Meeting, which has full authority to carry out any measures for the fulfilment of its objectives. It consists of representatives of all active members.

CECRA's activities are based upon two pillars: the lobbying and the best practice platform. The lobbying dossiers are dealt with by separate working groups.

A group of experts analyses in depth the value and benefits of new practices. Field visits are organised to better seize and visualise the new concepts. This allows professionals to witness and better understand how they could incorporate the new concepts within their existing business model. In short, the 'Best Practice' platform is a means to exchange and learn new concepts enabling our companies to adapt their business model so that they are ready to face the day after tomorrow.

What can we offer you?

Gold package

In addition to the advantages of the Silver package, Gold Goodwill membership offers you the possibility to:

Subject to CECRA's agreement:

- Receive specific information addressed to CECRA's members
- Use CECRA's website to insert your logo on the homepage with a link to your company's website
- Have your articles published in CECRA's newsletter, provided their content is relevant for CECRA's members
- Have your company's logo published on CECRA's invitation for CECRA events
- Gold members are invited, on approval of CECRA, to Working Groups at which CECRA's lobby dossiers are discussed

Silver package

In addition to the advantages of the Bronze package, Silver Goodwill membership offers you the possibility to:

- Attend CECRA's General Meeting
- Attend CECRA's Annual Dinner, where you can present your company and your products
- Be introduced with a company profile in CECRA's newsletter and publish one article each semester

Bronze package

As a Bronze Goodwill Member, you will be able to:

- Receive CECRA's newsletters, in which your company will be introduced to our members
- Sponsor other events organised by CECRA, such as congresses, workshops, press conferences, by making a separate contribution. CECRA has organised a number of events attended by EU Commissioners, Members of the European Parliament, representatives of the automotive industry and numerous other automotive sector stakeholders
- CECRA is a member of several EU high level groups dealing with both political and technical issues - During the meetings of these various groups, CECRA will refer to the studies, statistics, and activities of its Goodwill Members whenever relevant



Interested in becoming a Goodwill Member? Let us know!

Contact

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