

ECTA ROADSHOW

EUROPE'S BIGGEST ELECTRIC TRUCK EVENT TO BE HELD IN BRUSSELS!

Brussels, 13 October 2022

- *The EU has pledged to become climate-neutral by 2050. This suggests that the transport sector will have to undergo a transformation to [reduce greenhouse gas emissions by 90%](#) and ensure sustainable and viable alternatives for the logistics and transport sectors.*
- *The [European Clean Trucking Alliance \(ECTA\)](#), a coalition of European key players in road freight – is hosting a [roadshow](#) on 27 October, including a live demonstration at AutoWorld, Brussels to showcase the future of electric trucking.*
- *ECTA is [also calling for Europe's best ideas](#) on how to decarbonise road freight transport faster.*

The European Clean Trucking Alliance is hosting a landmark **Roadshow Event** in Brussels on **27 October** where top policymakers, businesses, media will have the opportunity to experience electric trucks with:

- All day **electric trucks test drives** with 10 different electric trucks, including HDVs, from Volvo Trucks, Renault Trucks, Scania, DAF and BYD
- A **Joint Declaration** for an ambitious EU policy to decarbonise EU road freight transport
- An **industry Q&A** session to exchange knowledge and best-practices on the perspectives of European companies operating with e-trucks
- A **debate** with top policymakers such as **Daniel Mes**, Member of Cabinet of Executive Vice President of the European Commission in charge of the European Green Deal, **Karima Delli**, Member of the European Parliament and Chair of the Tran Committee, **Jessica Sandström**, Volvo Trucks SVP Product Management, **Frank Verhoeven** CEO of Vos Logistics and **Clément Beaune**, French Transport Minister (tbc) to discuss key opportunities for change and concrete actions for e-trucks to become the norm on Europe's roads.

Transport is Europe's biggest source of CO2 emissions at around 28%. It is also the only sector where greenhouse gas emissions have [increased in the past three decades](#). To tackle these alarming figures, the [European Clean Trucking Alliance \(ECTA\)](#), a coalition of European key players representing the demand-side in road freight, is urging the EU to accelerate the transition to clean trucks. This is a crucial step since according to the Europe's Environment Agency (EEA), heavy-duty vehicles alone are responsible for about [a quarter of total road transport emissions](#) in the EU. ECTA's mission is to catalyse the shift towards net-zero trucking.

Member of the European Parliament and Chair of the Transport Committee Karima Delli commented: *“The most efficient and cost-effective way to decarbonise road freight transport is to electrify trucks with renewable electricity and reinforce multimodality and combined transport. This technology is already available, we must use it”.*

Despite some present barriers like the lack of publicly accessible charging and refuelling infrastructure dedicated to trucks, the limited zero-emission truck model availability, the operational challenges arising from limited truck driving range, and the higher upfront costs of those trucks, **e-trucks are already a reality.**

At every level (local, regional, national and European), companies have deployed electric trucks to start reducing their emissions. For example, [AB inBev and Volvo Trucks](#) are collaborating to transition to a greener fleet with AB inBev to deliver its beers across Europe. [Amazon](#) recently announced to invest 1 bln to electrify its delivery fleet in Europe over the next five years. In Poland, [IKEA](#) is co-creating fit-for-purpose electric trucks, while in Germany, [Contargo](#) continues to invest in fully electric trucks to be used for local container deliveries. In France, [Carrefour](#) is operating the largest e-trucks in the market for its distribution, and in Spain and Italy, companies are changing their fleet for electric vehicles, like in the case of [Correos](#) or [Codognotto](#).

Over the past years, truck-makers have considerably widened their offers of electric trucks. Jessica Sandström, SVP Product Management at Volvo Trucks commented: *“Globally we now have six electric truck models ready to order and in series production to meet the increasing demand for decarbonizing goods transports. This is an encouraging step forward for reducing climate change impacts”.*

At the ECTA roadshow, participants will be able to test drive some of the latest electric trucks, including heavy duty vehicles. As ECTA spokesperson and Contargo representative **Kristin Kahl** underlines, *“the ECTA Roadshow event will be a great opportunity for our members to show that zero-emission trucking is already a reality. Several companies are partnering with e-truck manufacturers to replace their existing fleet. We have seen it in France, Spain, Germany, Italy, Poland – some of the EU’s biggest markets. In order to achieve a zero-emission trucking industry now at EU and national levels, we need decision makers to take the necessary concrete actions to create the right environment for logistics and mobility operators to green their fleets. The logistics sector is ready for a global rethink”.*

In order to prepare for the event and gather the best solutions on switching to zero-emission road transportation the **European Clean Trucking Alliance (ECTA)**, is calling for the continent's best ideas via a crowdsourcing platform on its [website](#) or [Twitter](#) to determine how the EU can boost the transition to zero-emission trucks. Join us at the event to find out the best ideas from the community on how to speed up the electrification of trucks in Europe.

Event Registration

<https://clean-trucking.eu/registration-form-for-ecta-roadshow-media/>

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Useful links

ECTA website <https://clean-trucking.eu/>

Roadshow webpage with full programme: <https://clean-trucking.eu/ectaroadshow/>

Media kit <https://clean-trucking.eu/media/media-kit/>

Event website and crowdsourcing <https://clean-trucking.eu/ECTAroadshow/>

Twitter <https://twitter.com/ECTAlliance>

LinkedIn <https://www.linkedin.com/company/european-clean-trucking-alliance/>