



Organisation Internationale des Constructeurs d'Automobiles

International Organization of Motor Vehicle Manufacturers

**The economic crisis in the auto industry:
Government action can help global market recovery**

PRESS RELEASE

At the occasion of the Geneva motor show, the International Organization of Motor Vehicle Manufacturers (OICA), representing national associations of automakers worldwide, acknowledged this never seen global crisis and its impact on the motor sector and applauded continued government action around the world to provide additional consumer incentives to stimulate the global markets.

OICA President Carlo Sinceri said that, "in areas where governments have stepped forward and introduced consumer incentives, sales have been positively affected. This is a challenging year for all economies and markets, but government action will continue moving us closer to a healthier business climate and allow us to continue providing consumers with new environmental advancements. These issues are critical to all automakers."

In a significant number of nations, auto industry support or recovery programs have included fleet modernization measures which can prove an effective way to encourage consumers to strengthen the economy by purchasing new automobiles. This move to newer vehicles contributes to enhanced safety features and offer motorists better environmental performance, including improved fuel efficiency, thereby reducing CO2 emissions.

"Consumer-oriented approaches offer us the best opportunities to put our global industry on the road to economic recovery," said Alliance of Automobile Manufacturers (U.S.) President and CEO Dave McCurdy, OICA Vice President. "This type of approach helps get consumers into showrooms and new, even-more fuel-efficient technologies out on our roads."

In addition to consumer-oriented incentives, governments can play a vital role in stimulating the market through fleet purchasing plans, grants for new research and development, consumer education and more.

"In order to be successful, government initiatives need to maintain free trade, thereby continuing to bring together the important goals of sustaining global markets and putting newer automobiles on our roads," added Mr. Sinceri. "Quickly renewing vehicle fleets improves road safety and the environment, so while automakers continue pursuing the next technological breakthroughs for the years to come, our near-term solution can include focusing on the current, modern, clean vehicles available right now."

The automobile industry directly and indirectly provides employment for more than 50 million people and is a major contributor to modern society's economic well-being, having a major impact on many other actors. The automobile industry is the major source of innovations that contributes to day-to-day way of life. Vehicles are an essential part of our modern society, providing individual and collective mobility and social integration.

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OICA has a membership of over 40 national associations of manufacturers all over the world and is the official vehicle industry representative at the United Nations.