



Press Release

shecco explains its vision about European EV policy

Brussels, 12 March 2010- To fully encourage the widespread use of electric mobility shecco has addressed the European Commission public hearing on clean and energy efficient vehicles. Our aim is to help the European electric and plug-in hybrid car industry to strengthen its leading role globally by basing its production on sustainable technologies.

The European Commission has opened a new chapter in the fight against greenhouse gas emissions and other pollutants. Its orientation aims at strengthening the competitiveness of the European automotive industry by linking it to clean technologies. In order to gather feedback from stakeholders, a public hearing was set up by the European Commission, DG Enterprise, on 11 March 2010 where key players from the conventional and electric car industry were asked to deliver their message for the formulation of a European clean and energy efficient car strategy.

shecco is particularly satisfied that with this initiative, the Commission is building momentum with the industrial plans for an important roll-out of electric vehicles in 2011. With the new strategy, the Commission provides an impetus on the European level to seize the full potential of green vehicles to contribute to fight the climate change, reduce the oil dependency of Europe and revitalize Europe's industrial basis.

shecco has been advocating that electric and hybrid vehicles are also a particular opportunity for 500 European consumers. Europe needs to respond quickly to the profound challenges in terms of standardisation, provision of infrastructure and the right buying incentives for early deployment, as well as in research and development for key enabling technologies such as batteries and overall car thermal management.

"Clean and energy efficient vehicles are the necessary path for sustaining our atmosphere and a European strategy is the necessary tool that we are lacking right now to go to this direction. We therefore welcome the Commission work in this field", says Ms Christianna Papazahariou, shecco Head of Government Affairs.

After seven years within the Norwegian conglomerate Norsk Hydro, and since 2007, shecco is now an independent company based in Brussels, Belgium. shecco supports its 80+ customers worldwide with a variety of marketing and communication services to help bring their climate friendly technologies faster to market.