

Regulatory update: entering the 'money time' for electrification and alternative mobility

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EU public policy impact on sustainable mobility

2022 Update

In the rush for sustainable mobility solutions, regulations are a major actor. The evolution of regulations at every level – from city to EU – dictates our business and determines the speed at which alternative solutions will be introduced. Our 2022 EU Regulatory Update explores the most recent regulations, especially the European Green Deal (or Fit for 55 package), analyzing its impact on current and future mobility. Stéphane Rénie, Head of CSR for ALD Automotive, talks us through the key takeaways of this document, explaining that we have now entered the 'money time' for electrification.

Why is the EU Regulatory Update a crucial document?

The mobility industry is a business which is considerably impacted by regulations and legislation. These affect both offer and demand within this sector, most notably in the field of *corporate* mobility. Companies simply cannot define their mobility policy without taking into account the latest regulations.

This regulatory update therefore acts as a necessary guide to the most recent EU legislation, shedding light on how to navigate the complicated field of electrification. It explores all regulations which might impact current and future mobility, with a particular focus on the European Green Deal and its target of achieving climate neutrality by 2050.

How does the European Green Deal impact mobility?

The climate neutrality ambition has spurred a *regulatory wave* which requires fleet and mobility managers to reconsider their mobility options and adopt alternative solutions. With the so-called *Fit for 55* package, which seeks to create the conditions for cutting GHG emissions by at least 55% by 2030, the electrification process is truly underway.

The switch to electric is increasingly becoming not only a possibility, but a *reality*. Market analysis has tended to focus on regulations for vehicles, but the European Green Deal affects another key component of the ecosystem: charging infrastructure. Availability of charging points, ease of access and ease of payment are the *make-or-breaks* of electrification. Our regulatory update therefore considers the evolution of regulations concerning the entire EV ecosystem, showing how the mobility landscape is becoming increasingly ready and mature enough for a large-scale adoption of EVs.

So what is the main takeaway from this regulatory update?

The main takeaway is that things are moving even faster than we'd predicted. The next six months are going to be determinant – we're in the 'money time' for greenification!

Targets for emissions reductions have been revised upwards, with current measures pointing to a zero emissions target for mobility by 2035. Another major update this year has been the confirmation that the Alternative Fuels Infrastructure Regulation (AFIR) is well and truly a set of top down regulation (rather than a more flexible directive) – with binding targets of the number of charging points available as an example. These regulations will set the tempo for the adoption of alternative mobility solutions, driving a top-down transition to electric.

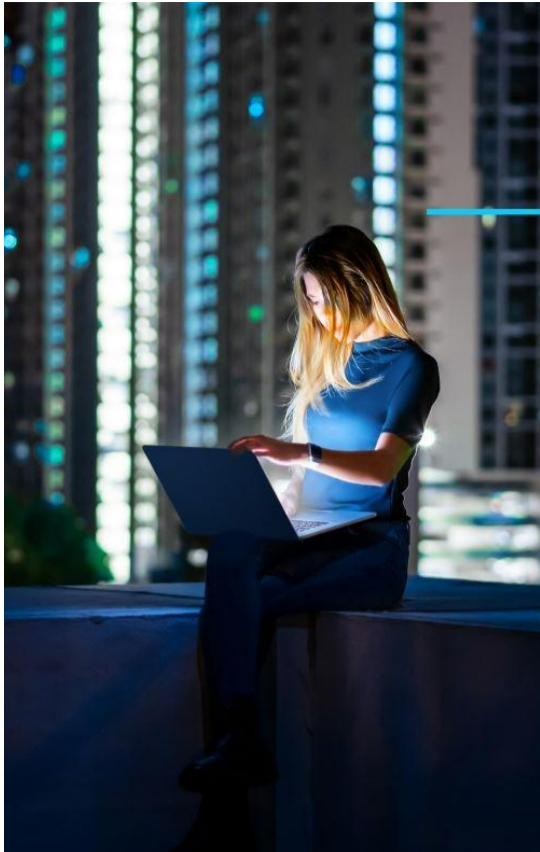
What does this mean for our customers and their fleet?

The Fit for 55 package and its mobility-related regulations suggest not only that it is the right time for our customers to transition to electric, but also that there is the opportunity to set even more ambitious targets for the next few years.

It is a real driving force as its regulations apply to all 27 EU countries.. With the knowledge that electrification is being pushed throughout Europe and will continue to be in the foreseeable future, our customers can plan their fleet transition with certainty.

Everything is pointing to the transition to EVs – the ball is now in your court!

Discover our EU Regulatory Update here :



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