

Mrs Neelie Kroes  
VP, Commissioner for Digital Agenda  
European Commission

Brussels, 10.11.2010

Dear Vice-President Kroes,

I am writing to you to express the views of the European automotive suppliers industry, represented by CLEPA, concerning the plans on ecall deployment.

Safety is a priority driver of product development in the European automotive supply industry which remains committed to providing innovations aimed at reducing fatalities on European roads

Therefore, CLEPA supports the eCall initiative of the European Commission and believes that ecall should be made mandatory on new vehicles.

In terms of the regulation CLEPA favours a goal-setting approach with the public authorities defining the goals and essential technical standards guaranteeing EU-wide compatibility. One such key goal of the public eCall service should be Europe-wide availability.

For requirements on vehicles, CLEPA believes that standardization procedures using "type approval regulation" is the way forward.

At the same time, the industry should be given sufficient room for innovation and competition in developing different technical solutions to reach those goals. This freedom of innovation should allow also flexibly building additional services around the standardised public eCall service which is the core of the in-vehicle communication system.

As regard the partnership between public and private sector, CLEPA is open to different solutions. Nevertheless, the solutions should exploit the natural strengths of the parties concerned. As an example, the successful introduction of eCall depends on a critical mass of EU Member States updating their emergency response systems to handle eCalls.

As concerns the deployment of e-Call, European automotive suppliers are ready to do their utmost to shorten necessary leadtimes to develop and test the eCall services. However, it is essential that the EU Member States agree on the specifications as soon as possible and provide the necessary infrastructures to allow field testing (at least a year) before the rollout date of the service.

CLEPA is ready to offer its assistance in seeking solutions on how better deploy this safety technology should you deem it appropriate.

Thank you for your consideration.

Yours Sincerely,



Lars Holmqvist

cc.: Mr Madelin, Director General;  
Mr Van der Pyl, Director;  
Mr Jääskeläinen, Head of Unit