

E-Mobility Europe launches in Brussels

PRESS RELEASE

Brussels, 3rd February 2025 : As of today, AVERE (Europe's e-mobility association) officially becomes E-Mobility Europe. The association launched its new brand identity during a launch event in Brussels gathering key industry stakeholders.

"2025 is a decisive year for Europe's electric vehicle transition, and we want to be right at the helm of the political discussions ahead", commented Chris Heron, E-Mobility Europe Secretary General. "Europe's e-mobility journey is exciting, challenging, and still with massive opportunities to be seized. We're proud to start this new chapter with our members and partners, moving forward as the positive, pragmatic, and united voice for Europe's entire electric vehicles ecosystem"

AVERE was established in 1978, launched by Professor Gaston Maggetto, an electric vehicle pioneer at the Vrije Universiteit Brussel. The association has continually evolved from its academic roots, first bringing together national electric vehicle associations, and then in the last five years opening its membership to companies.

Today, E-Mobility Europe has a growing membership of close to 80 members from across the e-mobility ecosystem, including vehicle manufacturers, infrastructure providers, fleet operators, and the supply chain.

"This year, all stakeholders need to combine forces to encourage an increase in European electric vehicle sales after a stagnating 2024, while building up a strong local value chain. This requires 2035 regulatory certainty, stronger EU and national action to support consumer demand, and real measures to close Europe's competitiveness gap".

"The stakes couldn't be higher. A Europe that fully seizes the opportunities of its electric vehicle transition will seize EUR 300bn new value added and 580,000 new jobs. But getting this transition wrong risks a 35% contraction of the EU automotive value chain. E-Mobility Europe brings the full ecosystem together to find shared solutions for the right path forward"

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About E-Mobility Europe

E-Mobility Europe is the new name for AVERE, the European industry association for the electric vehicle ecosystem. Its membership brings together all national Electric Vehicle associations, as well as 70+ companies from across the ecosystem - electric vehicles, infrastructure, supply chain, fleet owners, and technology.

E-Mobility Europe's mission is to deliver an EU policy framework that encourages Europe's successful transition to electric vehicles by 2035, in a way that benefits both the region's society and industries