



MINISTÈRE DE L'ÉCONOMIE
ET DES FINANCES

**Discours d'Agnès Pannier-Runacher,
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Dear President of the International Organization of Motor Vehicle Manufacturers,
Dear Matthias WISSMANN

Dear President of the French Organization of Motor Vehicle Manufacturers,
Dear Christian PEUGEOT

Dear CEOs and Managing Directors,

Dear friends,

Thank you for having me this morning.

I am delighted to be with you to celebrate your one hundredth anniversary here in Paris, where the organisation was created. And where else could the International Organization of Motor Vehicle Manufacturers have been created?

Paris has always been a historical centre for the automotive industry. And the French people are particularly attached to this industry. It is a part of our industrial asset, but it is more than that: it is a part of our history.

Some names are written in history. They are the names of visionary entrepreneurs and engineers who decided to plunge into the great automotive adventure a century ago.

These names are: Armand Peugeot, Fernand and Marcel Renault. But also, André Citroen who decided in 1919 to transform his shell factory into an automotive factory to produce the first model of his eponymous brand: the type A.

We are proud of these names and these industrial stories. They enabled France to build a powerful and innovative automotive industry. An industry which employs four hundred thousand people in Normandy, in Hauts-de-France, in Moselle or in the Paris Region, to mention but a few areas. An industry which produced iconic models, such as the Citroen DS, and is now producing top innovative electric cars. An industry that provides parts for top innovative cars from world class supplies.

I believe we are at a tipping point for your industry. We are about to take a new step in the automotive adventure, a step which no one could have even thought ten years ago.

1/The car-industry is facing unprecedented challenges.

First, you are facing the three significant technological revolutions.

- A revolution in the motorisation technology with the development of the decarbonated car.
- A revolution in the driving technology with the research on the autonomous car.
- A numerical revolution, with cars getting more and more connected.

But it is more than that. The challenges are not only about having better cars than your rivals, it is answering the rising demand of consumers and citizens for greener and smarter cars.

The fundamental challenge of the industry for the coming years is to limit its environmental impact and to achieve the ecological transition.

And our Government responsibility is not to tell you which technology to use to achieve this goal. As car-makers you have to be free to develop and improve the technology in which you



believe. We are here to set demanding objectives, you must be free to choose the means to reach them.

Thus, these challenges are opening a new chapter for the car industry.

2/ I think – but maybe I am biased - France has all it takes to help write this new chapter.

And I even think France is the best place to address these challenges and develop these new technologies.

We have among best skills and training programs. We know how to train first class engineers. We have highly-qualified workers. And we're improving further by spending 15 billion euros on our training system.

We have a well-developed car industry, with sites in all parts of our country. It is not only about car-makers. We also have a strong network of subcontractors.

We have a complete innovation ecosystem specialized in the automotive: with excellent research system, renowned universities and innovation clusters.

These assets translate in very concrete results.

We are able to attract foreign investments. Toyota invested last year 400 million euros in northern France to produce their new Yaris. Daimler, as well, is about to invest half a billion euros to develop the first Mercedes electric vehicle.

And two of our best-known car-makers have decided to produce their electric motor not abroad but here in France. Renault are developing their electric motor in Normandy, while Peugeot will produce theirs near Metz, in Moselle.

This is proof that we have very strong arguments when it comes to car-making. This is proof that we can produce in France what will be the most valuable car elements tomorrow.

This does not stop here, because we have the ambition to set France as the best place to innovate and develop high added-value cars in the future.

The measures put forward by the President only yesterday bring an additional stone to this already quite solid structure.

- We'll put 700 million euros in developing our ecosystem for new-generation batteries. The goal is to build a European battery industry with thousands of employees and high technological skills in France
- We'll take major steps to help spread the use of electric vehicles, which means developing charging stations on a vast scale.
- We're also building the necessary framework, through the law PACTE, to help the development of self-driving cars. Our ambition is no less than to become the most attractive nation in Europe for autonomous vehicles.

And I want to make it clear: these measures are not meant only for French car-makers. They are meant for all car-makers.

We believe in the future of cars and we are making France the best place to build this future. You are most welcome to join us.



You will benefit from these advantages. And you will benefit from all the improvement we've been bringing to our business environment in the past 20 months.

We've reformed our labour market. We have replaced a complex system with a 30 % flat tax for all capital revenues. We've started to decrease our corporate tax rate, which will fall down from 33 % to 25 % over Emmanuel Macron's mandate. We're cutting red tape. We have one of the most generous tax credit for R&D in the world. A French engineer now costs 50 % less than in the US.

And we'll keep improving to make France the best place for car-building in Europe.

A last word: I know that your organisation and your companies will face these challenges successfully. But the impact will be harsher for subcontractors and especially small and medium businesses.

We have to accompany them in these historical changes. It is of course the State responsibility, but also car-makers responsibility, by giving them more visibility on the evolution of the industry.

Here are the few messages I wanted to share with you this morning. For one hundred years, most of your companies are doing great business in France. I am convinced you will foster your activities in France in the next hundred years.

Happy birthday once again and have great debates today,