



AUTOMOTIVE COUNCIL
KEY COMMUNICATION MESSAGES:

Key Message 1:

The UK automotive sector has a range of strengths that make it an appealing investment opportunity for the global industry and an exciting and rewarding career

Proof points:

- Automotive is the UK's number one manufactured export sector, over one million vehicles were made in the UK in 2009, 77% of which were exported, bringing £21 billion into the UK economy. 180,000 people are employed in the sector with a further 640,000 employed in sector support and service.
- Eleven of the world's volume vehicle manufacturers have a base in the UK, supported by 19 of the world's top 20 suppliers. The UK is also home to an unparalleled number of niche and premium manufacturers.
- Springboard to Europe: The UK is the number one gateway to Europe, with easy access to the 27 member states of the European Union, the world's largest single market, with a population of nearly 500 million.
- Home to some of the best Universities and education institutions in the world, the UK boasts a workforce of 30 million that is highly trained, qualified and flexible.
- Businesses in the UK benefit from access to a strong investment community, positive company law, excellent industrial relations, intellectual property protection and a celebrated British spirit of entrepreneurialism.

Key Message 2:

The UK has a dynamic and coherent approach to maximising the value of the transition to a low carbon economy

Proof points:

- London has nearly 2,500 electric vehicles on its streets, more than almost any other city in the world – Oslo is the only city with more, with around 2,650.
- UK manufactured vehicle emissions have dropped 21% since the end of the last decade
- One of the Automotive Council's key objectives, in collaboration with the Government and automotive industry at large, is to position the UK as a leader in the development and exploitation of low carbon vehicle technologies
- In addition, through OLEV working with UK industry and regional organisations, the Government aims to position the UK as a world leader in the development, demonstration, manufacture and use of ultra-low carbon automotive technology

Key Message 3:

A shift in national government focus and a re-balancing of the economy is providing for a greater emphasis on automotive manufacturing and a more collaborative approach between government and industry in the UK

Proof points:

- The creation of the Automotive Council marks a significant development in the relationship between the motor industry and UK Government. This clearly signals a more collaborative approach, which will help sustain industrial capability and place the UK as a leader in the development and exploitation of low carbon vehicle technologies
- This is the most comprehensive example of collaboration on this scale between industry and Government in UK automotive history – see the list of Automotive Council members and partners
- BIS adopts a pro-business and pro-enterprise approach to driving growth in UK industry

