

# Europe, how are you?

STUDY



## Europe, How Are You?

07/07/2025 Five steps to reshape competitiveness of the European automotive industry.

Europe's automotive industry is under pressure: new competitors are capturing market share with speed and technological strength. At the same time, fragmented regulations and internal complexity are slowing down the transformation that is urgently needed. Much is at stake – but the continent has what it takes to reinvent itself.

Our strategy paper outlines five key levers to help Europe's automotive sector realign its strengths – by reducing complexity, accelerating decision-making, fostering collaborative value creation, advancing a truly European industrial policy, and embracing bold renewal. Those who act now can turn crisis into opportunity – and shape the future of mobility with European confidence.

The strategy paper in full length: [Europe how are you?](#)

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