

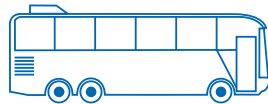
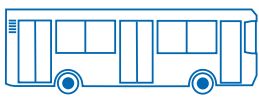


Europe Needs Road Transport

IRU Manifesto



**International
Road Transport
Union**



The IRU and its EU National Associations, Committed to the Sustainable Mobility of People and Goods in Europe

The International Road Transport Union (IRU), with its 180 Member Associations in over 70 countries, including all 27 EU countries, has been instrumental in promoting road transport, to the benefit of EU citizens and the economy.

The IRU was founded in Geneva in 1948, one year after the United Nations Economic Commission for Europe (UNECE), and nine years before the Treaty of Rome. The moment the political will existed to create a “Community”, the IRU and its European Member Associations mobilised to ensure that the road transport industry would serve the construction of Europe.

In 1973, the IRU established a Permanent Delegation to the EU in Brussels to support IRU EU Member Associations in monitoring and ensuring informed legislation on all issues dealt with by the EU institutions that affect road transport.

Faced with today’s challenges and opportunities, especially concerning Europe’s position in an increasingly globalised economy and the need to

develop sustainable logistics and travel solutions for its continued prosperity, the IRU and its Member Associations consider it appropriate to put forward, in this manifesto, their views and commitment to drive the sustainable mobility of people and goods.

This IRU Manifesto comprises six fact sheets, corresponding to the road transport business activities and operators represented through the IRU, including professional road transport of passengers (bus, coach and taxi) and goods, as well as own-account road transport. The manifesto is addressed to all public and private partners of the road transport industry including the European institutions, and especially to the Council of Ministers of Transport of the European Union, the European Parliament, the European Commission and, ultimately, to all those who are politically, administratively, economically or socially responsible for ensuring the future success of Europe.

*Join the IRU in
“working together
for a better future.”*

For a Prosperous Europe: Road transport, driving economic and social progress

Any penalty on road transport is an even greater penalty on the economy as a whole!

Freight and passenger transport by road, which accounts for 20% of the EU's GDP and up to 10% of total fiscal income, contributes more than 370 billion Euros to Europe's economy annually.

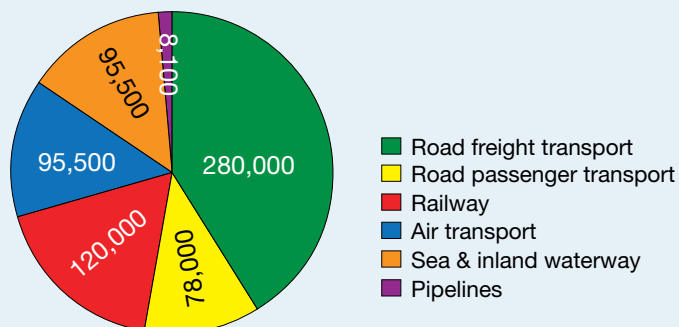
Road transport today is the only mode of transport to interconnect all businesses, due to its unique door-to-door services. It is not only a mode of transport but a vital production tool.

Studies show that tourists travelling by coach spend at least 40% more money at their destinations than tourists travelling by other means.

High administrative burdens and ever-increasing road transport taxes and charges harm the EU's free movement of people and goods, impair its competitiveness with regard to other regions of the world and ultimately lead to delocalisation.

EU road transport operators call upon decision-makers for a drastic change in political mindsets, to recognise the major role road transport operators play in logistics, travel, prosperity and the EU economy and society as a whole.

Turnover by mode of transport (million Euros)



Source: EU Energy & Transport in Figures, Statistical Pocketbook, 2009

Number of enterprises by mode of transport

Road freight and Passenger transport	929,758
Railways	888
Sea & Inland waterways	18,950
Air transport	3,450
Pipelines	131
Cargo handling, storage & other supporting activities	109,596
TOTAL	1,062,773

Source: EU Energy & Transport in Figures, Statistical Pocketbook, 2009



Road transport is the backbone of a strong and dynamic economy and society!

85% of the road transport sector is made up of SMEs, whose flexibility adapts particularly well to the needs of their customers.

Between 2000 and 2007, road freight transport increased by 27%, while travel by bus and coach, mainly due to undue benefits provided to other modes, showed an increase of only 4%, with a substantial growth potential.

Road freight transport provides punctual, tailor-made and rapid services such as just-in-time delivery, storage, regional and local distribution of finished and semi-finished goods at affordable prices.

Buses, coaches and taxis offer sustainable mobility via high quality and affordable services for all, including those with disabilities, allowing them to participate fully in social life.

EU road transport operators call upon authorities to promote a cost-efficient and sustainable use of all transport modes, individually or combined, as a prerequisite for a truly dynamic society and competitive market.

Road transport is a vital production and mobility tool!

Trucks carry almost 75% of the total volume of goods and 90% of the total value of goods in Europe. In volume, 85% of road transport in tonnes is realised under 150 kilometres, while only 0.9% is realised above 1,000 kilometres.

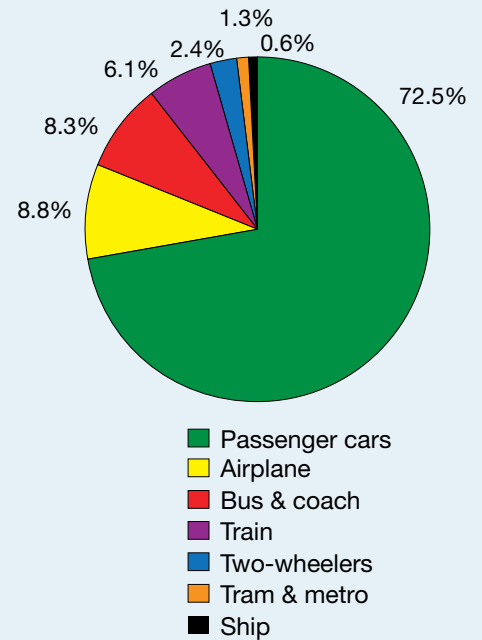
Every day, trucks transport around 100 kilos of goods for every EU citizen.

Due to its unique, high-quality, door-to-door service, road transport interconnects every business, every transport mode and every citizen from point of departure to final destination.

There are roughly 700,000 bus and coach companies in Europe and 1.5 million taxis. Buses, coaches and taxis constitute more than 15% of all passenger movements in the EU.

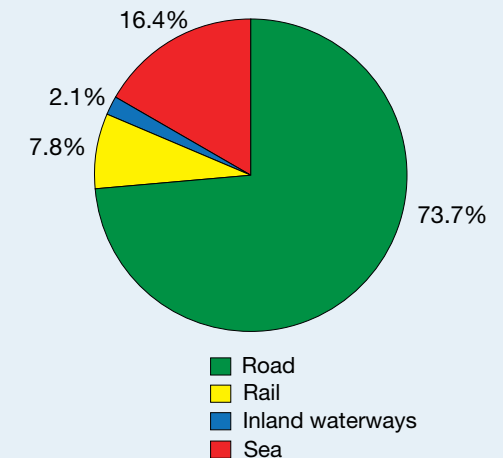
EU road transport operators call upon governments to further facilitate road transport to allow it to irrigate the modern global economy and interconnect all businesses to all major world markets, while uniting people and ensuring a better distribution of wealth.

EU-27 modal split of passenger transport (passenger-kilometres)



Source: EU Energy & Transport in Figures, Statistical Pocketbook, 2009

EU-27 modal split of freight transport (tonnes)



Source: EUROSTAT, 2009



For Jobs in Europe: Road transport, creating employment

Road transport is a massive supplier of jobs in Europe!

Road transport is a vital industry that ensures the prosperity of the European economy by maintaining and creating new jobs not only in road transport but across all sectors.

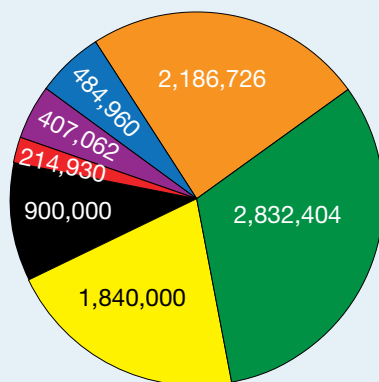
8.9 million people are directly employed by the European transport sector.

Road transport accounts for more than 50% of all persons employed in the transport sector.

2/3 of the people working in road transport companies are active in freight and 1/3 in passenger transport.

Road transport is the most regulated of all transport modes; it is subject to a more comprehensive and rigorous set of social rules than almost any other industry sector.

EU road transport operators call upon the European institutions and other partners to find the right balance between the increasing expectations of the workforce and the growing regulatory burden imposed on road transport, which impedes on operational efficiency, leads to delocalisation and penalises the EU economy and society as a whole.



Employment by mode of transport

- Road freight transport
- Road passenger transport
- Railway
- Maritime transport
- Air transport
- Travel agencies / Tour operators
- Other auxiliary transport activities

Source: EU Energy & Transport in Figures, Statistical Pocketbook, 2009



| Road transport values its employees!

Road transport provides jobs and careers for drivers, manufacturers, maintenance technicians, logistics and computer experts, commercial representatives and managers.

Professional drivers hold positions of real responsibility with genuine career advancement prospects through appropriate training and act as their companies' main ambassadors with the freedom of being their own boss and enjoying a moveable and varied workplace.

The human factor will remain pivotal in road transport, travel and logistics. Adequate flexible social standards to protect workers are vital to the industry.

Road transport companies are increasingly diversifying their workforces: employing women, older workers and other social groups to become true equal opportunity employers.

EU road transport operators call upon decision makers to recognise that the vital roles played by road transport workers make modern economies and societies function and thus implement flexible and enforceable social rules.

| Road transport commits to greater professional competence!

Training lies at the heart of road transport as competitiveness depends on the quality of service that a company can offer.

Road transport workers acquire skills and experience that boost their service offering and quality throughput, while providing them with real career perspectives.

Great progress has been made in vocational training and raising educational standards with training centres established throughout the EU.

The IRU Academy provides training through its network of accredited institutes and international recognition to their graduates, and is uniquely placed to drive the harmonisation of training standards and verify their compliance with EU rules and other international instruments.

EU road transport operators call upon the EU and its Member States to encourage professional training, to which the industry has made a considerable commitment, through incentives as well as the effective implementation of current training legislation.



Source: Volvo



IRU
Academy





For a Safer Europe: Road transport, making safety on roads a top priority

Road safety is a shared responsibility!

For the road transport industry, one road accident is one too many. The industry thus adopted the IRU Road Safety Charter in 2004, is an advocate and signatory of the European Road Safety Charter for both 2005 and 2009 and is committed to further promote and enhance road safety.

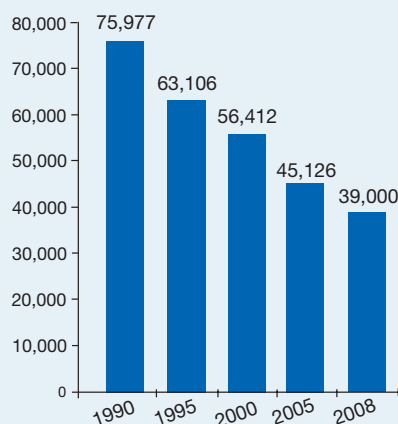
Road transport firms are cooperating with training institutes and vehicle and equipment manufacturers to provide safer operations and more comfortable and safer vehicles.

Road infrastructure must comply with the needs of all types of vehicles and maintain a safe road design.

Effective European enforcement with common interpretations and harmonised standards is greatly needed.

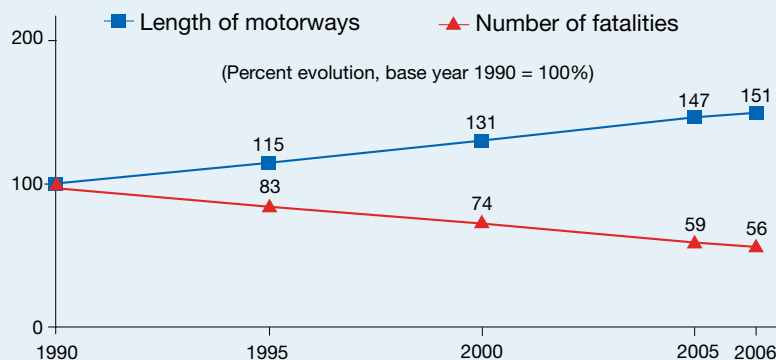
EU road transport operators call upon authorities to implement cost-effective measures, guided by reliable accident causation data, that reduce the number and/or severity of road traffic accidents and work in public-private partnership to achieve safer travel by road.

Total road fatalities (EU-27)



Source: EU Energy & Transport in Figures, Statistical Pocketbook, 2009

Evolution of motorway infrastructure and road safety (EU-27)



Source: EU Energy & Transport in Figures, Statistical Pocketbook, 2009



Improved driver training for all road users is key!

Coaches are the safest of all road transport modes, and equal to the safety performance of trains, despite sharing infrastructure with other users and modes.

The European Truck Accident Causation study has shown that 86% of accidents involving trucks are linked to human error. 75% of these are caused by other road users and only 25% by the truck driver.

Most human errors stem from non-adapted speed, failure to observe intersection rules and improper manoeuvring when changing lanes.

Whereas the industry has its professional drivers being constantly trained and checked to further enhance road safety, other road users are often unaware of the speed regulations, safety distances and driving manoeuvres of heavy commercial vehicles.

EU road transport operators call upon governments to implement measures to improve road safety that effectively target the main causes of accidents involving trucks, buses, coaches and taxis, by upgrading driving schools' programmes to train all road users on how to share roads with commercial traffic.

Truck and coach parking areas must be more secure!

One in six professional drivers in Europe over the last five years has been victim to attacks by pirates or international organised crime. Only 2% of attacks are followed by police action resulting in arrests.

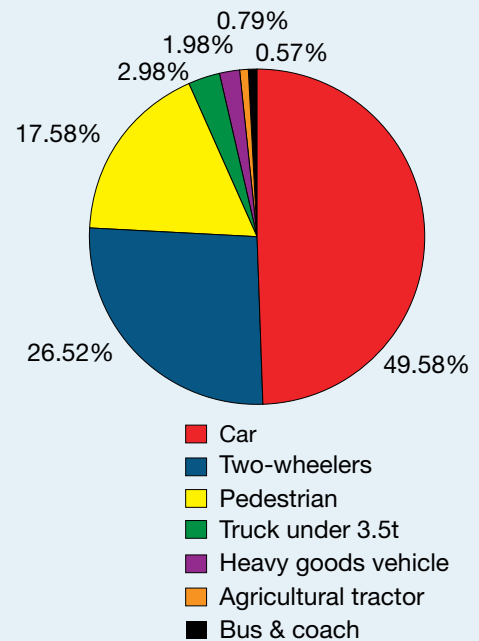
Two-thirds of attacks occur at night, causing human suffering (21% of attacked drivers are physically assaulted) and an estimated loss of 7 billion Euros over five years.

60% of attacks occur in insecure parking and services areas, where drivers are sometimes forced to stop because of inflexible social regulations on driving and rest time rules.

There is a current grave lack of commercial vehicle parking slots in the EU, and a lack of sufficient secure parking areas or accurate information about their location.

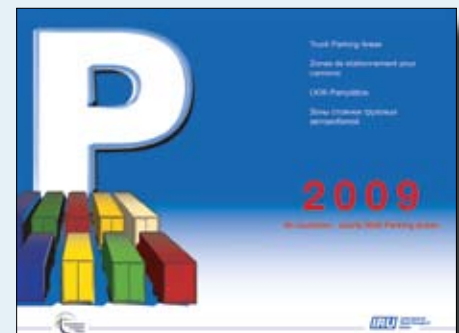
EU road transport operators call upon competent authorities to undertake the action necessary to systematically inform on existing and new secure parking, to create a network of secure parking areas and to bring criminals who attack drivers to justice.

Total fatalities by mode of transport (EU-27)

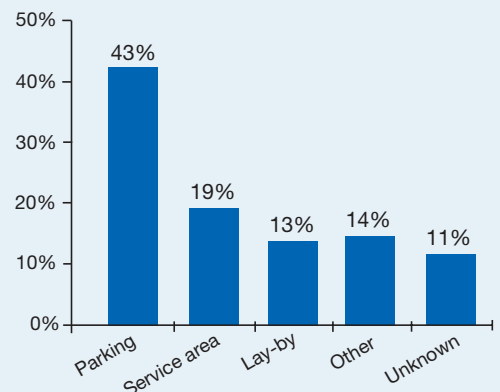


Source: CARE (EU road accident database), 2009

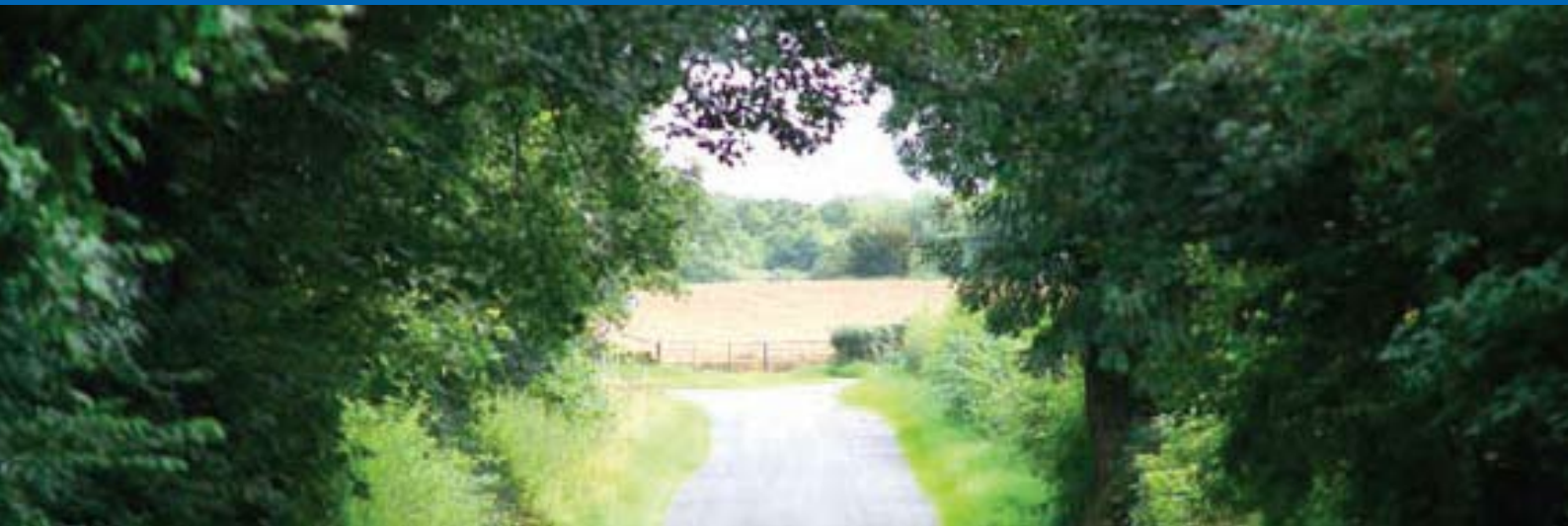
IRU Truck Parking Areas 2009



Attacks in parking and service areas



Source: IRU-ITF, 2008



For Tomorrow's Europe: Road transport, respecting EU citizens' health and their environment

I Road transport has taken the lead!

The road transport industry is the only mode of transport that has committed to achieving the goal of sustainable development, and this has been made an IRU constitutional obligation.

In the last 20 years, road transport has reduced its toxic emissions by up to 98% since the introduction of Euro norms.

Today, 25 heavy commercial vehicles combined make no more noise than one single vehicle built in 1980.

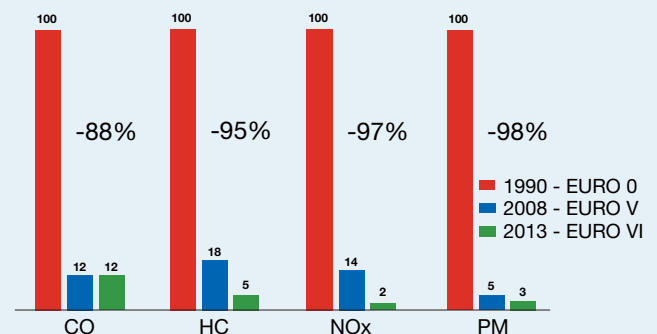
Road transport operators and their commercial partners have long favoured effective, at-source innovative measures to reduce their environmental footprint.

EU road transport operators call upon governments and EU authorities to recognise the significant environmental achievements of the road transport industry and promote through incentives proven technologies and industry practices, which have achieved considerable economic and environmental results.

Today, 25 heavy commercial vehicles combined make no more noise than one single vehicle built in 1980



Toxic emissions reduction for heavy commercial vehicles



Source: EU Commission, 2008

Use limited resources efficiently!

Huge investments by the road transport industry, technological innovation and efficient driving have reduced fuel consumption of a heavy commercial vehicle by 36% over the last 30 years, leading to substantial per unit reductions of CO₂ emissions.

3.5% of all global CO₂ emissions per year are man-made. Out of this, goods transport by road represents only 3% of emissions of CO₂ and thus also fuel consumption. Fixed installations used for the production of electricity and heating account for 70%.

Oil is a scarce resource. Yet it is still spent on stationary applications such as heating, electricity or paper production, where economically viable and efficient alternatives to oil exist. Goods transport by road has no economically viable alternative to oil.

EU road transport operators call upon governments to implement an efficient energy policy based on the diversification of the energy market.

Road transport has developed a strategy to achieve sustainable development!

The IRU has adopted a 3 “i” strategy as the most cost-effective way to achieve sustainable development, based on innovation, incentives and infrastructure.

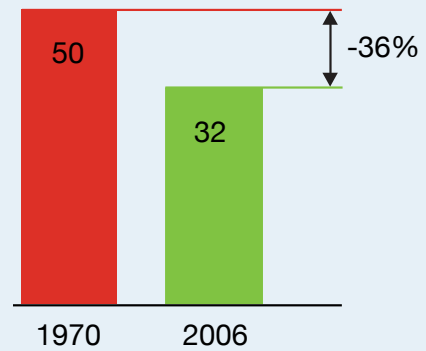
Innovation: Massive expenditure on cleaner new vehicles and fuel-saving driver training represents a considerable investment by the road transport industry in favour of sustainable development.

Incentives: Governments must encourage faster introduction of best available technology and practices which help reduce CO₂ emissions.

Infrastructure: Adequate investment in new infrastructure to remove bottlenecks and missing links, plus best use of existing infrastructure, are essential to reduce CO₂ emissions from road transport.

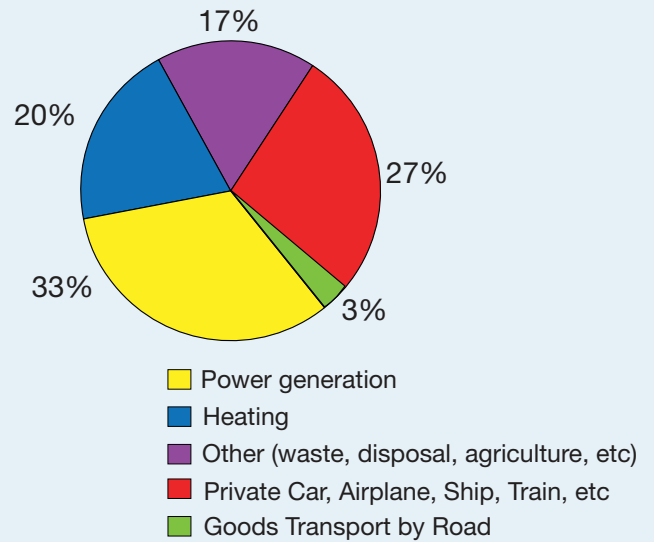
EU road transport operators call upon competent authorities to promote, support and implement the IRU 3 “i” strategy as the most effective means of achieving sustainable development and reducing CO₂ emissions.

Fuel consumption reduction for heavy commercial vehicles (litres / 100 km)



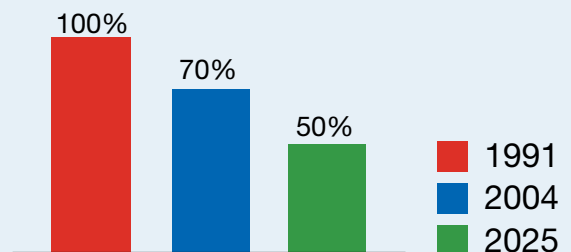
Source: VDA, Auto Annual Report, 2008

Total fossil fuel consumption



Source: United Nations Framework Convention on Climate Change (UNFCCC), 2008

CO₂ emission reduction for trucks (per tonne-km)



Source: German Federal Environment Agency / Institute for Energy & Environmental Research



For European Citizens: Road transport, driving social mobility and cultural exchange

Road transport guarantees citizens' fundamental right to mobility!

Tens of millions of young people, without a car, use buses and coaches from the time they start school.

50% of elderly people in the EU (50 million) do not have a car or cannot drive, relying on buses, coaches and taxis.

40% of households in Europe do not have their own car and are dependent on transport by buses, coaches and taxis.

Considering the average occupancy rate of coaches and cars in Europe, one coach can replace up to 30 cars while taking up the capacity of only three cars.

EU road passenger transport operators call on authorities to recognise the contribution that passenger transport by road plays in providing safe and affordable mobility to all, while reducing congestion and CO₂ emissions.



One coach can replace up to 30 cars while taking up the capacity of only three cars

The diagram consists of a large blue outline of a bus at the top. Below it is a horizontal line. Underneath this line are three smaller blue outline icons of cars, representing the capacity of three cars that is equivalent to the capacity of one bus.



Road transport offers choices to individuals!

Flexibility and understanding of market allows private transport operators to adapt their services to the needs of the travelling public.

Every day, private-owned bus and coach services offer mobility and transport on demand for millions of people in Europe.

Taxis are an essential mobility provider for sparsely populated rural areas and people with reduced mobility, who use taxis three times more often than the average person.

Taxis and hire cars with drivers offer 24-hour flexible and customer-oriented door-to-door services. 50% of all journeys to and from airports are carried out by taxis.

Intelligent Transport Systems and Services (ITS) and partnerships with authorities are paving the way for even better services to passengers.

EU road transport operators call upon authorities to provide incentives for road transport by bus, coach and taxi to ensure that the EU has competitive, efficient and modern public road transport services.

Road transport promotes tourism and unites people through cultural exchange!

According to the UN World Tourism Organisation (UNWTO), Europe is the leading global tourist destination.

The coach is the preferred mode of many visitors to Europe, offering a perfect combination of distance and sights of interest together with conviviality, safety and comfort.

The European coach tourism industry has a turnover of roughly 15 billion Euros per year.

The IRU Coach Star Classification system is part of a policy of excellence designed to meet passengers' needs in terms of safety and comfort.

EU road transport operators call upon authorities to develop a better policy of welcoming coaches in cities, especially in tourist towns and sites by providing better parking places and road signs, and by consulting with road transport, tourism and trade professionals.





For an Efficient European Transport System: Road transport, linking all transport modes

Co-modality can improve transport capacity and efficiency!

Modern societies cannot survive without efficient logistic and travel chains.

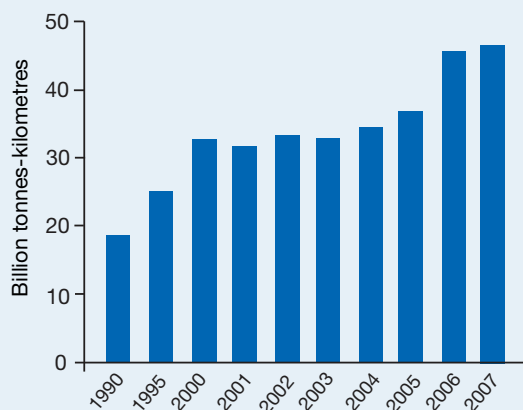
Improved access to multimodal terminals and a reduction of the administrative burden for multimodal transport will increase its use.

To ensure the success of co-modality, other transport modes must undertake major efforts to increase the reliability and efficiency of their services.

Protecting the privileges of specific transport modes by requiring new restrictive and coercive measures on their competitors is counter productive.

EU road transport operators support better rather than more transport, and thus call upon governments to put in place policies that allow for the most efficient use of, and optimal interaction between, all transport modes.

Traffic of International Union of combined Road-Rail transport companies (UIRR)



Source: EU Energy & Transport in Figures, Statistical Pocketbook, 2009



Ensure the right choice every time!

In 2006, the European Commission confirmed the inefficiency of its modal shift policy and suggested the optimisation of the use of each mode individually and/ or in combination with each other, thus creating the concept of co-modality.

Making road freight transport more expensive will not promote a modal shift. A 1 Euro per km road toll increase will lead to less than a 1.22% shift of road transport volume to rail.

Shifting freight from trucks onto trains does not automatically cut primary energy consumption or CO₂ emissions. Except in case where the energy used to power trains is nuclear, door-to-door road transport is as clean, or even cleaner than door-to-door combined transport.

The European Modular System (EMS) is an efficient way to promote sustainable transport and co-modality, but needs harmonised and standardised vehicles, transport units and loading equipment across the EU.

EU road transport operators call upon the EU to reject any measure which forces a modal shift through taxes and charges and thus weaken the quality and efficiency of road transport for the EU and its competitiveness.

Co-modal transport will not solve all problems!

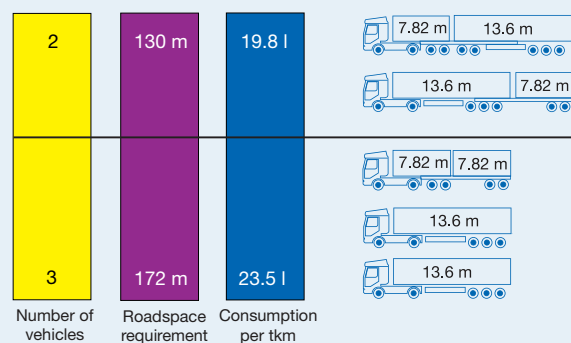
Only the 3-4% of goods carried by road over a distance above 500 km can be realistically transferred to other modes to free up capacity on Europe's roads. However, today, the other modes do not have the capacity to absorb even a fraction of this small percentage.

85% of goods are transported under 150 km-distances over which road transport is the only viable mode-and 70% of the volume of goods transported by road does not respond to changes in transport prices due to just-in-time delivery requirements that other modes cannot guarantee.

With huge demand for transport over short distances and the growing need for increased mobility, road transport volumes will continue to increase.

EU road transport operators call upon authorities to remove technical, legal and commercial barriers to the further development of road transport and co-modality, while maintaining freedom of choice to ensure transport efficiency.

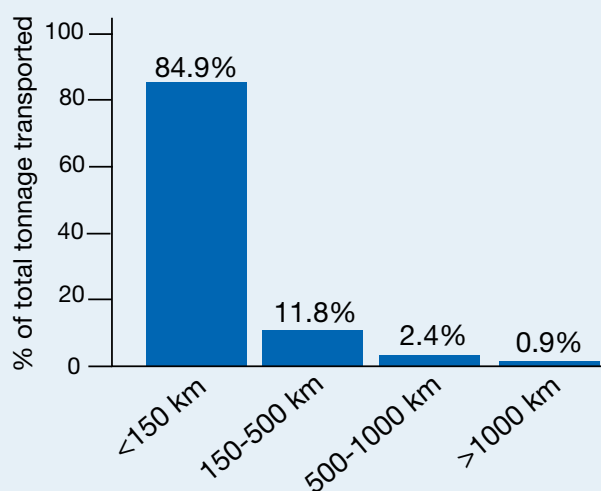
Sustainable transport through modular system



Source: VDA, "The Commercial Vehicle – environmentally friendly and efficient"



Goods transport distances in Europe by road



Source: EUROSTAT, 2007

*Working together
for a better future*



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