

## **Euromot Media Advisory - 2007-03-16 - for immediate release**

### **Euromot launches 'Clean Air for Europe' compact disc**

Internal combustion (IC) engines play a central role in modern society. Their essential nature reflects the importance of advanced technologies to sustain economic growth without endangering the global environment. For more than 100 years our economic and social developments have centered around stationary and mobile power. More recently the increasingly densely populated and developed nature of our society has created new environmental demands. Our industry has responded to the challenge and through its creativity developed new technologies which made possible a dramatic reduction in the environmental impact that arises from the use of the internal combustion engine enabling it to retain its role as society's most economic and versatile power source.

"Clean Air for Europe, which is an allusion to the European Commission's ambitious air quality programme, and Euromot's engine-in-society claim take center stage in all our efforts to network actions between the engine and equipment industries and the regulators worldwide. Since 1991 Euromot has been supporting us members by providing expertise and up-to-date information and by campaigning on our behalf for internationally aligned legislation. I feel confident that the new image disc will support and even enhance this worldwide cooperation" said Georg Diderich, Senior Vice President Marketing and Support House at Cologne-based DEUTZ AG and Chairman of the Euromot Communications Working Group.

The Clean-Air-for-Europe CD ROM is the first portrait of the internal combustion engine manufacturers' European association. It is intended to highlight a global industry which is embedded in a rich landscape of engine applications, customer requirements, citizens' needs, regulators' concerns and active networks.

"We hope the user will enjoy this creative electronic environment with useful hyperlinks to the Euromot website or other interesting online resources" said Dr Peter Scherm, Euromot's General Manager, on the occasion of the Association's Board Meeting in Frankfurt on 13 March 2007, where the new image tool has been launched.

EUROMOT represents the leading manufacturers of internal combustion engines used in a broad range of nonroad and marine applications (construction, mining and material handling equipment, trucks and buses, agricultural and forestry equipment, commercial marine and seagoing vessels, workboats and pleasure boats, rail traction, lawn/garden and recreational equipment, power generation). Our members employ all over the world about 200,000 thoroughly skilled and highly motivated men and women, their annual engine-related turnover exceeds 25 bn euros.

EUROMOT has been working for many years with regional and international regulatory bodies, eg the European Commission, US EPA, the United Nations' Economic Commission for Europe (UNECE) and International Maritime Organization (IMO), and with national governments to provide reliable know-how on advanced internal combustion engine technologies in general and, in particular, on the feasibility of environmental as well as cost-effective product regulations.

For further information about our Association, please pay us a virtual visit at <http://www.euromot.info> – your bookmark for engine power worldwide, or contact:

#### **The European Association of Internal Combustion Engine Manufacturers - EUROMOT**

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