



Press information
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FFC/SOLUTRANS exclusive survey 2021

Stakeholders in the industrial and urban vehicle sector: innovative, and confident about the future

As part of preparations for SOLUTRANS 2021, the Show's owner, the FFC (the French bodywork federation), conducted a survey among 300 exhibitors and partner organisations to elicit their views on their position and their short- and medium-term prospects in the current context.

These professionals take an objective view of their situation and are looking ahead to 2021 with some certainty thanks to continuous improvements in their offers and processes, which will enable them to rise to the major challenge of the energy transition.

They are all convinced of the importance of SOLUTRANS 2021 for presenting their solutions and services, making numerous deals, and understanding the major market issues.

A survey that reveals the challenges facing the sector, which reflect the key themes of SOLUTRANS 2021

Conducted in December 2020, the survey focuses on four themes:

- How should we approach 2021, the year of market recovery?
- What should be proposed in response to the transformation of the sector and in particular the challenges of the energy transition?
- What positioning should be adopted at the SOLUTRANS Show?
- What key messages do exhibitors intend to convey to SOLUTRANS 2021 visitors in November?

This survey helps identify the key areas for stakeholders in the sector, most of which reflect the key themes of SOLUTRANS 2021 and in particular innovation, the central theme of the upcoming Show.

A mixed picture in 2020, recovery expected in 2021

Respondents feel that their business remained at an acceptable level in 2020. For the majority of companies surveyed, the fundamentals of their business remain sound, and are paradoxically supported by the constraints imposed by the energy transition and the environmental challenges affecting the transport and logistics sector. Nevertheless, respondents do not overlook the financial risks to which they may be exposed due to the slowdown in activity and the risks of unpaid debt created by the health crisis.

In this context, suppliers in the transport and logistics sector have adapted their own strategies (organisations, work processes, etc.) to their markets, their areas of skill, and their business culture.

Human resources: an asset that has been preserved

There is consensus on the management of workforces. The companies interviewed agree on the need to **preserve human resources and in-house skills**, despite the relative decline in activity, in order to grasp opportunities for recovery in 2021.

Marketing activity ramped up

Whether it's a question of targeting the domestic market or focusing on export where possible, companies want to develop their sales networks to improve their territorial coverage and provide their customers with a more local service.

Accelerated digitisation



For several respondents, accelerating the digitisation of companies and going paper-free will promote efficiency. A number of actors in the sector are committed to this route for their own businesses. Others offer solutions of this type, which will be showcased in Hall 1 at the Show. The digital transition and the deployment of dematerialised, automated solutions are identified by the FFC as key issues for the sector.

Innovation and a quality offer

A fourth area of focus envisaged by the companies interviewed is to engage in **improving the quality of their offer**. This results from listening more closely to their customers' expectations. **In addition to improving their offers, above all companies are banking on innovation** to maintain their place in the market. The survey responses highlight the megatrends that will guide innovation in the transport and logistics sector: **the energy transition, environmental issues and the digital transition**.



A dynamic sector which is challenging itself in response to the energy transition

Reducing their carbon footprint and developing new energies are major challenges towards which all professionals in the sector are working.

Manufacturers are deploying technical solutions to ensure compliance with the European regulatory framework (Euro6d, Euro6e, electric and hydrogen, biofuels), and point to the need to innovate in the areas of electronics and combustion. The survey also highlights questions, particularly about the deployment of the infrastructure needed to make these solutions widely accessible.

A number of parts manufacturers and bodywork specialists cite, among their research priorities: reducing vehicle weight, aerodynamics, and new materials aimed at reducing fuel consumption.

These themes already form an integral part of the SOLUTRANS 2021 programme.

SOLUTRANS 2021, an event anticipated by the industry

Communication, an essential focus for increasing the visibility of a company and its products and services, is considered crucial by respondents in light of the current context. Their participation in SOLUTRANS 2021 will therefore be a key opportunity for companies to meet their customers and prospects in person. As the sector's only physical event in Europe in the last two years, SOLUTRANS 2021 is an essential business lever that facilitates face-to-face meetings and registrations of orders.



The companies interviewed point out that the Show now represents a unique opportunity to present innovative, sustainable solutions for all commercial and industrial vehicle applications.

Outdoor demonstrations of electric vehicles are considered essential to help hauliers familiarise themselves with new vehicles.

More than ever, SOLUTRANS 2021 stands as the essential meeting point for the industry, enabling visitors to appreciate the importance of the sector, understand the challenges of the market, and discover the latest innovative and environmentally friendly solutions.

About SOLUTRANS

“SOLUTRANS, THE GLOBAL HUB FOR HEAVY GOODS AND URBAN VEHICLE SOLUTIONS”

SOLUTRANS, which brings together actors from throughout the heavy goods and urban vehicle sector, presents its 16th edition from 16 to 20 November 2021 at Lyon Eurexpo. Accredited by OICA, the event draws together some 60,000 professionals and 900 exhibitors and brands from around the world in a 90,000 m² space. The new promise of the 2021 edition: “Sustainable, connected solutions for a Responsible Transport Sector”.

The SOLUTRANS trade show is the biennial meeting point of one of the most innovative of all industries. The global economic context makes SOLUTRANS 2021 a showcase for the exceptional performances of HGV manufacturers, bodywork manufacturers, conversion specialists, parts manufacturers, manufacturers of workshop equipment, tyre specialists, distribution networks, and more. In 2021, SOLUTRANS is broadening its scope and moving into the field of supply chain logistics, and warehouses that are connected to the associated services. The trade show will occupy a new hall named SOLUTRANS 4.0, with a strong focus on breakthrough innovations in the HGV and urban vehicle sector, offering insight to all professionals, from manufacturers, panel beaters, parts manufacturers, and those involved in maintenance, to haulage contractors and loaders. SOLUTRANS’ aim is to support the sector and promote solutions to the challenges that lie ahead.

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