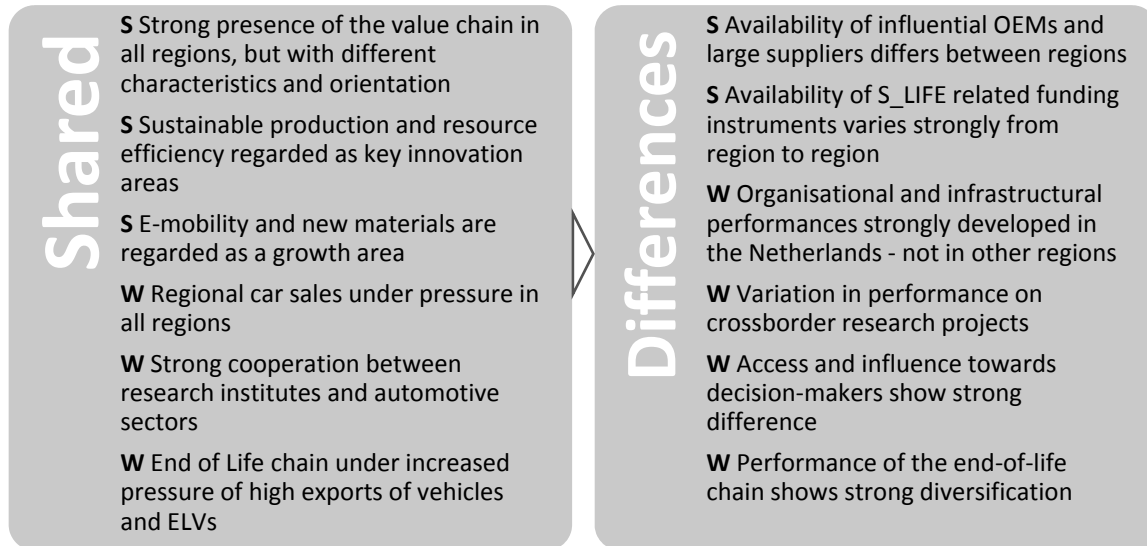


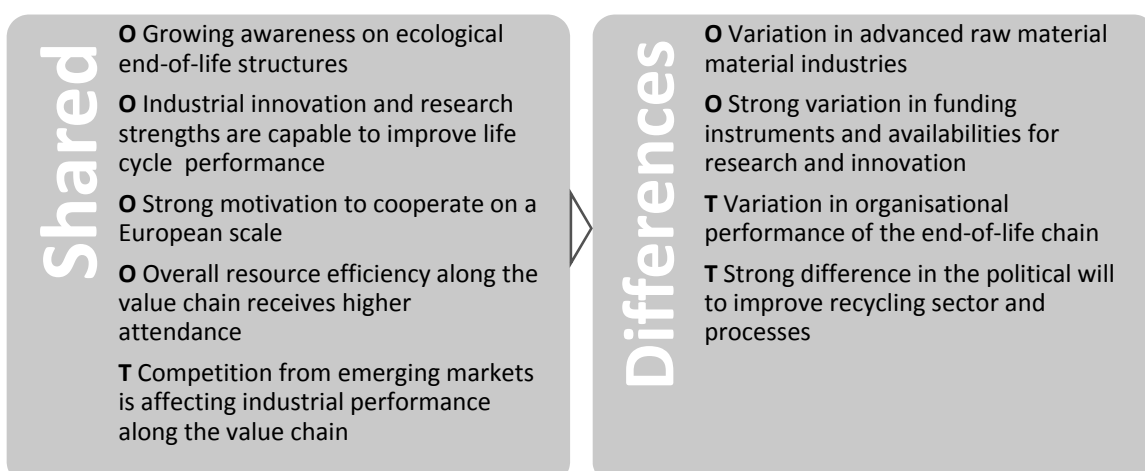
## SWOT Analyses of S-LIFE regions

### Complementarity of strengths and similarity of weaknesses



All five automotive clusters cooperating under S\_LIFE are covering the whole value chain. This confirms their positioning to the major automotive regions in Europe. In the scope of S\_LIFE, most important complementarities are the power of End-of-Life research and organisation in the Netherlands, and the leading edge production in South Germany (Bavaria and Baden-Württemberg) and Alsace / Franche-Comté in combination with advanced research for new materials in Alsace / Franche-Comté, Bavaria and Baden-Württemberg.

### General Opportunities and Threats



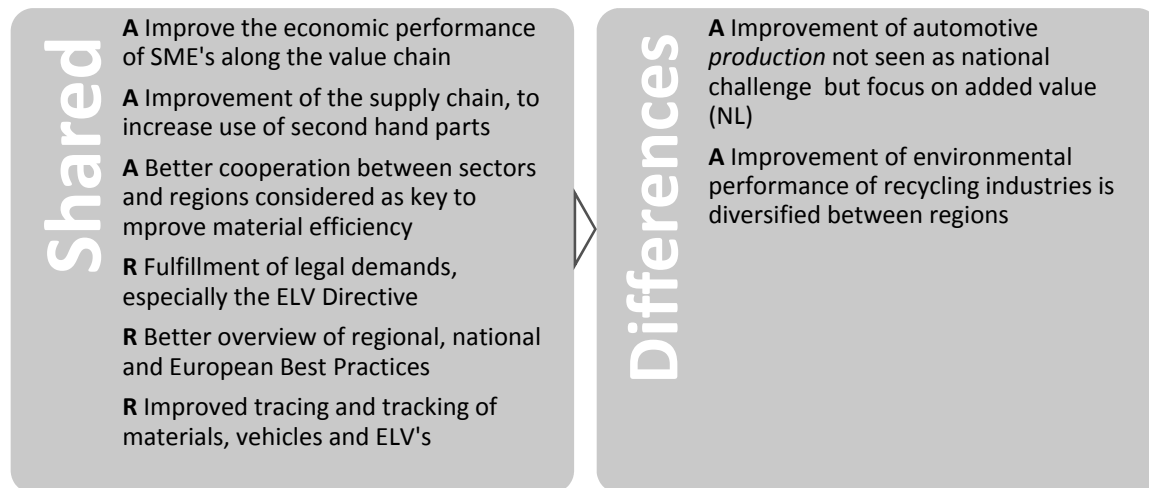
Resource / material efficiency is becoming a priority in regional activities. Added value could rise from European networking in order to moderate regional efforts and to close material loops. Furthermore, material flows need to be organised across different sectors if cost efficiency should be maximised.

A major threat in all regions is the unstable flow of recyclates, both in quality and quantity which contradicts the requirements of up-to-date automotive production (just in time / just in sequence) with its high quality standards.

As vehicles normally have a life span of 12 to 15 years (or even above) prediction of demand for recyclates from EoL vehicles is rather difficult, as at least five new model generations have entered the market during this period.

All clusters are facing the threat to develop joint activities which do not result in additional regulations on European and national level, causing higher production and service costs and thus reducing global competitiveness of European OEMs.

### Aspirations and results preparing the basis for the S\_LIFE Vision Document



It is an evidence that all regional cluster organisations will work on supporting their partners in the transition towards the 95% (recycling and revalorisation) ELV target for 2015.

All partners agree in the general aspiration to reduce the dependency on foreign raw materials. In order to achieve this, the primarily identified route will be to increase/improve:

- Material efficiency in production, giving the European automotive industry a competitive advantage on global markets
- the re-used/re-manufactured parts market to reinforce its supply loop