

Europe's e-mobility association welcomes new Secretary General Chris Heron

Brussels, 2 September 2024 – AVERE, the united voice for Europe's e-mobility ecosystem, is pleased to announce the appointment of Chris Heron as its new Secretary General, with effect from today. Chris Heron succeeds Philippe Vangeel, who left the association earlier this year after seven years of service.



Chris Heron commented: *"I am honoured to be appointed Secretary General of AVERE in a critical period for Europe's electric vehicle transition. In a year of headwinds, my mission is to ensure that Europe seizes the real lasting opportunities ahead from the build-up of its e-mobility ecosystem – from vehicles to charging to batteries to services"*.

"AVERE is uniquely positioned to inform and shape the EU's political agenda, on behalf of its membership uniting this full ecosystem. I have an exciting journey ahead to grow the association's reach and impact, so we can keep Europe on track to its 2035 zero emission car sales target".

Chris, a British and Belgian national, has worked in EU trade associations across the electric vehicle supply chain over the last 13 years. He joins AVERE after a decade leading the public affairs and communication programme for Eurometaux, Europe's metals association, where he was an instrumental industry voice in raising Critical Raw Materials up the EU political agenda.

"With Chris, we will begin a new chapter at AVERE, one that is marked with challenges yet increasing enthusiasm in the industry. This is a critical point in the development of the e-mobility ecosystem, and thereby marks a right time for new leadership. Chris is a valued leader in the EU public policy world, giving us full confidence that he will bring AVERE increased visibility and support the electric revolution", says Maciej Mazur, President of AVERE.

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About AVERE: AVERE is the only European association advocating for electromobility on behalf of the industry, academia, and EV users at both EU and national levels. Its membership unites vehicles, charging infrastructure, supply chain, and services around an ambitious policy agenda for Europe to fully seize the opportunities of its electric vehicle transition.