

Press Release

Brussels, 11 October 2024

Director-General CECRA, Bernard Lycke, part ways with CECRA

Today, the Annual General Assembly of CECRA, was informed that Bernard Lycke will leave CECRA after nearly 14 years. Bernard has been Director-General of CECRA since 2011 and before CECRA he worked many years for Traxio, the Belgian association for mobility retail. Lycke: “I have always worked with tremendous pleasure for CECRA and it has been a honor to represent automotive retail in Europe for so long, but I also feel very strongly it is time for me to break new ground. I am particularly happy to have had the confidence of my successive Chairmen Jean-Paul Bailly, Jean-Charles Herrenschmidt and Peter Daeninck, of the successive Boards of Directors and of all the loyal members of CECRA, because together we have been able to represent dealers and repairers vis-à-vis the European institutions by actively participating for years in all the high-level working groups such as Cars21, Cars2020, Gear 2030 and more recently Route 35, but also by participating in all working groups and taking concrete action, often also through alliances such as AFCAR and Network for Sustainable Mobility.”

Peter Daeninck, President of CECRA, supports Bernard’s decision and is very thankful for the many years of loyal service. “Of course we respect his decision to explore new opportunities, although it is with sorrow. Bernard has meant a lot for CECRA and has achieved notable results for the members of CECRA and our automotive ecosystem. Thanks to Bernard, our last conference was a huge success and marked a significant step forward in shaping the dialogue on automotive retail and repair in Europe, fostering synergies among stakeholders to work together on the many challenges facing our sector”.

Daeninck: “Bernard’s discussed his decision to leave us in a timely manner enabling CECRA’s Board of Directors to prepare how to proceed.” The General Assembly agreed with the proposal to represent CECRA for the time being with a small interim team of current Board Directors: Geert Brummelhuis (BOVAG, the Netherlands), Rodrigo Ferreira da Silva (ARAN, Portugal) and Timo Niemi (AKL - Autolan Keskusliito, Finland). Together, they will take care of the daily affairs until the position of Director-General is succeeded structurally.

Daeninck: “We are in turbulent times with our sector and today it is necessary more than ever to represent automotive retail in Europe with one voice. “The General Assembly therefore also agreed to prioritize the dialogue and cooperation with our automotive retail partners. The succession of Bernard Lycke has to fit this strategy”.

For more information

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