

Introduction to CARA

Grainne van Berkum

3rd July 2025



About us



Established
in **2015**



55 members



2 gatherings
per year



5 deliverables



4 EUIPO Marks



1 common
voice towards
the market



Our goals



Represent the interests of the car remarketing industry vis-à-vis the bodies of the European Union and international institutions





Organize meetings and events addressing specific topics and/or targeting specific audiences





Promote the car remarketing industry at European and international level





Provide members with a platform enabling them to share their points of view and best practice, and establish networks



Coordinate the points of view of our members in order to **adopt joint, common positions** and to speak with a single voice for all its members

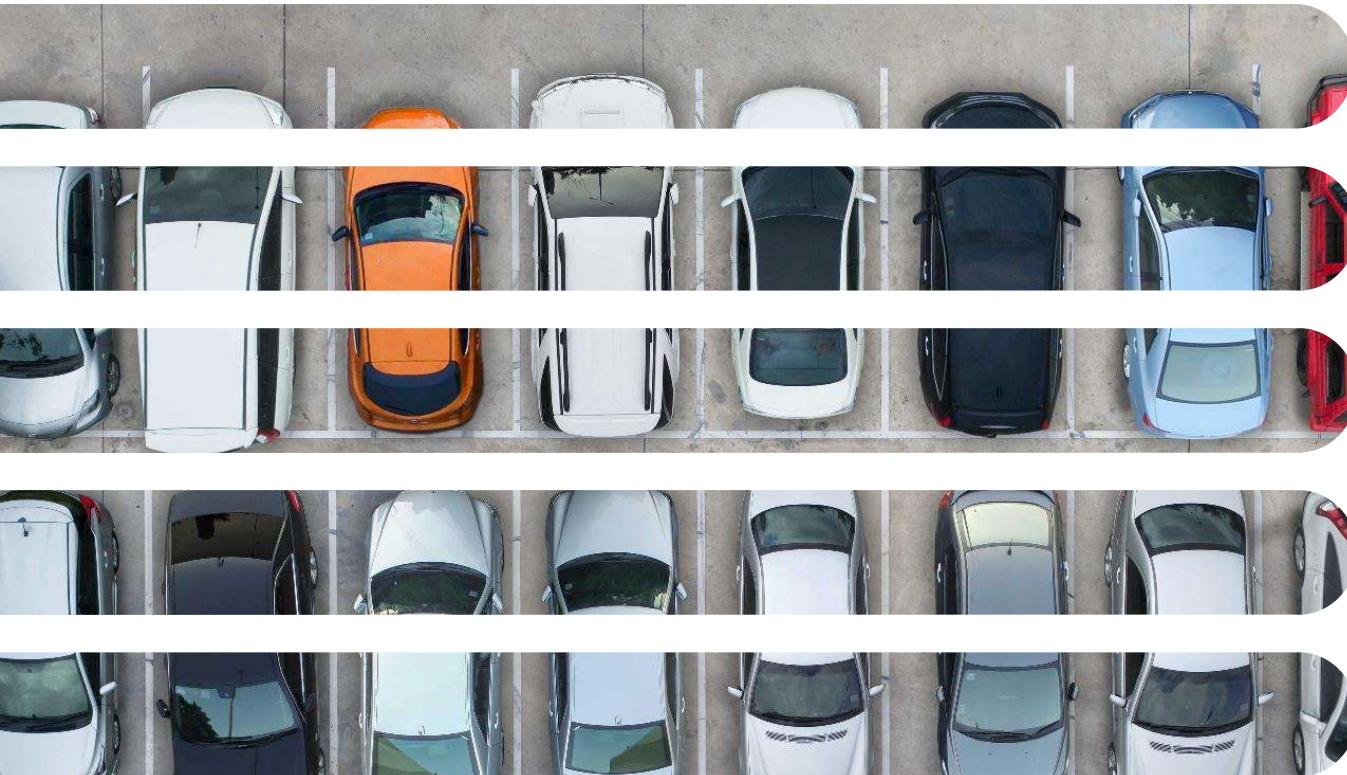
Inform our members
about all the
developments likely to
affect the car
remarketing industry







Our Deliverables



Battery Health

In Car Data

CARA Academy

Fair Wear & Tear

**Sustainability in
Remarketing**



Meet our Board



Luis Maria Perez-Serrano
Chairman



Roland Gagel



Dirk-Marco Adams



Wolfgang E. Reinhold



Grainne van Berkum



Johan Verbois



Christophe Thones

Cooperation with other associations

- Collaboration agreement signed with **Vehicle Remarketing Association**, based in the UK
- First kick-off meeting held early June
- Unified purpose and goal to support the used car market
- Member benefits for both associations
- Join each others' workgroups
- First initiatives will be communicated during the summer

