

Stuck in Reverse: Truck Industry Advocates Against Sector Decarbonization

DATA SHEET

Industry associations representing the world's largest truck companies have [pushed back](#) on policies to decarbonize heavy-duty vehicles (HDVs) in the EU and the US. Efforts by Brazil's automotive industry association to undermine the country's vehicle regulations suggest a similar threat to upcoming heavy-duty vehicle emissions standards.

Industry Association Engagement on Sector Decarbonization

The Truck and Engine Manufacturers Association has a long record of opposition to US policies to decarbonize the trucking sector.



- The EMA [opposed](#) California's Advanced Clean Trucks regulation, which requires manufacturers to sell increasing amounts of zero-emission vehicles, in July 2025.
- The EMA [pushed](#) the US to repeal its emissions standards for heavy-duty vehicles (HDV), stating "manufacturers need a near-term, litigation-resistant and lasting rescission of the Phase 3 Standards."

The European Automobile Manufacturers Association frequently advocated to delay or weaken ambitious EU CO₂ standards for heavy-duty vehicles.



- In May 2023, ACEA [advocated](#) to weaken the 45% 2030 CO₂ reduction target for HDVs and opposed a 100% 2030 CO₂ reduction target for buses.
- In September 2025, ACEA [opposed](#) including mandatory targets in the Greening Corporate Fleets regulation, which aims to increase commercial use of zero-emission vehicles (ZEVs).

The Brazilian Association of Vehicle Manufacturers advocated to weaken policies designed to promote electric vehicles and called for alternatives to electrification.



- In June 2024, ANFAVEA [stated](#) that it "vehemently opposes the inclusion of automobiles in the list of products taxed by the selective tax," a tax on high-carbon goods that would encourage zero-emission vehicle adoption.
- In October 2024, an ANFAVEA representative [claimed](#) that electrifying heavy-duty transport appeared "difficult to implement" and promoted biofuels as an alternative.

FACT CHECKED

The Intergovernmental Panel on Climate Change advises that: 1) use of electric vehicles combined with low-carbon electricity is the only method with large potential to reduce GHG emissions with high confidence; 2) trucks powered by low-carbon electricity or low-carbon hydrogen have substantially lower emissions than incumbent technologies; and 3) while biofuels can offer some GHG emissions reductions in the short- and medium-term, deeper emissions reductions can be achieved by electrifying road transport (IPCC, 2023, [AR6 Synthesis Report, Summary for Policymakers](#), C.3.3)

The world's largest heavy-duty vehicle manufacturers and their subsidiaries are members of these negatively engaged industry associations

Company	Key Subsidiaries	<u>European Automobile Manufacturers Association (ACEA)</u>	<u>Truck and Engine Manufacturers Association (EMA)</u>	<u>Brazilian Association of Automobile Manufacturers (ANFAVEA)</u>
DAIMLER TRUCK	Mercedes-Benz Trucks, Mercedes-Benz do Brasil, Freightliner, Western Star	<u>Direct Board</u>	<u>Direct Member</u>	<u>Subsidiary Board</u>
IVECO • GROUP	Iveco, FPT Industrial, Astra	<u>Direct Board</u>	<u>Subsidiary Member</u>	<u>Direct Board</u>
PACCAR	DAF Trucks, Kenworth, Peterbilt	<u>Subsidiary Board</u>	<u>Direct Member</u>	<u>Subsidiary Board</u>
VOLKSWAGEN GROUP	Traton, Scania, MAN Truck & Bus, International	<u>Direct Board</u>	<u>Subsidiary Member</u>	<u>Direct Board</u>
VOLVO	Renault Trucks, Mack Trucks	<u>Direct Board</u>	<u>Direct Member</u>	<u>Direct Board</u>

KEY

Subsidiary Company Member  Parent Company Member  Subsidiary Company on the Board  Parent Company on the Board 

The Future of Brazil's Heavy-Duty Vehicle Regulation

Patterns in automotive industry association engagement suggest there is a high risk of negative influence on Brazil's heavy-duty vehicle policy as it is shaped in coming years.

Policy:

The [Green Mobility and Innovation \(MOVER\) Program](#) establishes mandatory vehicle efficiency and emissions standards for new light- and heavy-duty vehicles, along with financial incentives for companies investing in decarbonization.

Regulation Timeline:

- 2024 Legislation passed
- 2025 Light-duty vehicle standards take effect
- 2025-2026 Publication of regulations for HDVs and testing phase
- 2029 Deadline to set HDV targets
- 2033 Compliance verification for HDVs

ANFAVEA and the Brazilian Association of Automotive Engineering (members include Volkswagen, Iveco, Volvo, and PACCAR subsidiary DAF) are on the [HDV technical committee](#), among others, raising the alarm on potential vested industry influence over the regulation.

Brazil's targets for light-duty vehicles are [lower](#) than comparable EU targets, but HDV standards under the program are not yet final—leaving room for positive actors to push for more ambitious targets and design adjustments across the phases.

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Initial analysis of corporate climate policy engagement in Brazil assesses 20 of the largest and most climate-relevant companies and 12 industry associations in the country

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