

Registrations of new passenger cars in Switzerland and Liechtenstein, November 2020

For the first time more than every third car with alternative drive

Bern, 2 December 2020

A small ray of hope for the Advent season: In November, the market for new passenger cars in Switzerland and the Principality of Liechtenstein celebrated its second-best calendar month of the current year. With 22,846 new registrations, the past month is "only" 5.7 percent or 1,384 units behind the previous year's result. Only in June did more new cars hit the roads within one calendar month, with 24,477 new registrations. In addition, a new record market share of 35.5 per cent for alternative drive systems was achieved in November. However, even the slightest percentage decline compared to the same month last year does not change the cumulative market slump of 25 per cent since the beginning of the year.

Only 207,377 new passenger cars came onto the roads of Switzerland and Liechtenstein in the first eleven months of the "Corona Year" 2020. At the same time last year, the figure was 276,641, almost 70,000 more. "2020 is a lost year for the Swiss automotive industry in terms of market development," comments auto-schweiz media spokesman Christoph Wolnik on the sobering results. "We had hoped to close at least one calendar month with a small plus. Due to the strong December 2019, this target is now probably out of reach". Wolnik added that the market is now hoping for a recovery next year: "The positive news about the marketing authorisations applied for vaccines against Covid-19 give reason to hope that 2021 will be much better".

New record for alternative shares

A positive development in 2020 is the rapidly growing share of alternative drives. At 35.5 percent, more than one in three new passenger cars in November had a hybrid, electric, gas or fuel cell drive. Since the beginning of the year, their market share has reached 26.1 per cent, of which 12.7 per cent is accounted for by plug-in vehicles, i.e. purely electric models, or plug-in hybrids. A study commissioned by auto-schweiz and carried out by opinion researchers at gfs.bern also shows that the market potential of alternative drive systems has not yet been exhausted. According to the study, 62 percent of the Swiss population can imagine buying a car with a new drive system. "We will certainly not reach this figure directly next year, but the trend is moving in this direction," summarises Christoph Wolnik, "especially as 85 percent of those surveyed believe that new drive technologies can help solve the climate problem".

Detailed registration figures by brand are available at www.auto.swiss.

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