ISSUE

128

January 2020

IETRO Switzerland Newsletter

Japan External Trade Organization

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Auto-Swiss promotes low emissions cars

Interview with the President of the Swiss car importers association

Could you introduce AutoSwiss to our readers?

AutoSwiss is the Swiss car importers association. Our organization defends the interests of the industry and is financed by the importers. We have 36 members representing 56 brands and 4000 dealers all over the country. We have two main goals: defending the interests of the industry and providing statistics. We work with the administration and Parliament during the law-making process.

For instance, when the administration is opening a consultation phase we share our views on topics that are relevant to us, such as mobility pricing. As lobbyists we try to have an influence in the Parliament as well; to inform. Parliamentarians cannot be experts on every topic, and AutoSwiss has a recognized expertise.

Our second role is probably the most visible one. We provide statistics on car sales (and other vehicles). Those statistics are available on our website.

In early January, AutoSwiss published the statistics for 2019: what were the greatest trends?

As a continuation of existing trends, the 4x4 share keeps in-



Mr. François Launaz, President of Auto-Swiss

creasing over the year. Today, they represent more than 50% of the sales. Diesel continues to decrease, suffering from a negative image. All the industry is affected by one company's mistake. Unfortunately, when it comes to CO_2 reduction, Diesel is more efficient than gasoline.

The market share of lowemission vehicles is also increasing fast. For the first time, hybrids, electrics, gas and hydrogen vehicles represent more than 10% (13.1% of the market in 2019) of the share. This category that we call alternative-propulsion grew by 88.6% compared to 2018.

Another positive thing is the solid growth of utilitarian vehicles. People are less interested in those figures, but they are a good signal of a strong economy.

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Auto-Swiss promotes low emissions cars



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Generally speaking, what are the peculiarities of the Swiss market? Clearly 4x4s, as said before, represent more than 50% of the new cars sold in 2019. In Europe it's around 30%. SUVs are also a big trend all over Europe including Switzerland, but we do not have precise figures for them.

It is also correct to say that people in Switzerland like very well-equipped cars with automatic gears. They also go for rather premium brands.

The average age of a fleet vehicle in Switzerland is about 9 years, it is slightly aging and is close to the European average.

Those peculiarities are on a national average though. So, depending on whether you are in a city canton or in a mountain one, the situation differs.

In 2020, Switzerland will lower the average CO2 emission target from 130 to 95 grams/km: what does it mean for importers and customers?

It is a challenge for importers who must deal with parameters on which they have almost no influence. Obviously it is possible to promote one model over another, but they do not build cars and cannot force the consumer to buy an electric car instead of a traditional one. They import what is available and sell what consumers want.

95g/km is possible. We will even reach zero someday. The question is when will we reach it.

For 2020, it would be a miracle. We are currently around 137g, Eu-

rope is around 118g.

Many parameters are against us. People's preference for 4x4s and SUVs is not helping, either. On average, a 4x4 represents an additional 0.9 grams and an SUV has an additional 0.1. Changing the measuring method (see next question) is also a problem in the short term.

Electric cars are very interesting, but the availability of charging stations and the higher acquisition price are challenges we need to collectively work on.

When I see Volkswagen targeting 50% of electric cars by 2030, I do believe it is possible to reach carbon neutrality by 2050 as set in the Paris agreement.

Another change will be the switch to the WLTP testing method. What will change for consumers?

The Worldwide Harmonized Light Vehicles Test Procedure (WLTP) is a newly introduced testing method for cars. It replaces the aging NEDC. The results coming from the WLTP regarding CO2 will be closer to real-driving conditions. So, the same car tested with the new cycle will show higher emissions compare to the old test cycle (6.5 to 7% more CO2 emissions according to the Federal Office for Energy). The actual emissions are the same, the difference comes from the testing method.

For us it means that we keep the same target, but it will be more difficult to reach.

Can you tell us more about AutoSwiss's 10/20 goal?

10/20 means 10% of 'plug-in' cars by

2020. That means we want to reach a 10% market share for electric cars (BEV) and rechargeable hybrids (PHEV) in 2020.

We are focusing on BEV and PHEV because they are the ones that mostly contribute to the reduction CO₂ emissions. Nonrechargeable hybrids are good, but the autonomy in full electric mode is limited. With a rechargeable hybrid the autonomy is sufficient for most people in their daily lives (40-50km). It is an ambitious target. When we set it we were under 3%. In 2019 we almost doubled the market share compared to 2018, reaching a new record of 5.6%. We have one year to double it again!

What are AutoSwiss's priorities for 2020?

Reaching this 10% market share will be a top priority. We will also support the current project about the revision of the CO2 law. Going too far would be counterproductive for the Swiss economy. Following EU's time schedule is difficult, but possible.

We also want to be a driving force for the promotion of low-emission cars. In the coming Geneva International Motor Show, Hall 7 will be dedicated to cars with alternative propulsions. Visitors will be able to test them and see how pleasant they are to drive.

Ideally, we would also encourage more customers to choose low-emission cars. Switzerland is punishing people choosing high emissions cars instead of inviting people to choose low-emission ones. I do believe that motivation works better than penalization.

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Solid figures for new car sales in Switzerland in 2019

2019 was a good year for car sellers. The number of new registrations increased by 3.9% exceeding Auto-Swiss's expectations (311,466 instead of 308,000) for 2019.

Pushed by a stricter legislation and thanks to increasing offers, the number of low-emission cars increased sharply. For the first time, alternative propulsion cars (electric, hybrid, gas, and hydrogen) hit and passed the 10% mark with a combined market share of 13.1%.

In Switzerland, the three largest Japanese brands are Toyota, with a

market share of 3.5%, Suzuki with 2.7%, and Mazda with 2.1%. The three companies enjoyed strong sales with increases respectively of 16.3%, 9.8%, and 5%. Also to be noted is the great performance of Lexus, Toyota's premium brand that enjoyed the second largest growth of all brands included with an increase of 27.5% compared to 2018.

Japanese brands have been pioneer regarding low emission technologies and are environmentally and financially interesting.

Rank	Brands	Sales	+/- %	Share
	Total	311,466	3.9	100.0
1	VW	34,445	4.5	11.1
2	Mercedes	26,730	4.2	8.6
3	BMW	24,818	2.4	8.0
4	Škoda	24,103	25.8	7.7
5	Audi	18,703	1.8	6.0
9	Toyota	11,054	16.3	3.5
14	Suzuki	8,426	9.8	2.7
17	Mazda	6,537	5.0	2.1
22	Nissan	4,855	2.9	1.6
24	Mitsubishi	4,307	-5.3	1.4
25	Honda	4,062	9.7	1.3
26	Subaru	4,023	-14.1	1.3
32	Lexus	936	27.5	0.3
38	Infiniti	126	-1.6	0.0

Source: Auto-Swiss



"Japan.travel": A useful website for tourist in Japan

They are many things to do in Japan and many places to see, making it difficult for tourists planning their trips to get the whole picture of the diversity the country can offer. In order to help them, the Japan National Tourism Organization (JNTO) has developed one of the most powerful tools you can find around.

The website "Japan.travel" is highly informative and user-friendly. It is available in English, German, French, and Italian.

Destinations

The website is divided into four main categories. The first one is an interactive map that can help you to find ideas based on the regions you will visit. Click on a region and you will learn how to get there, local events, food specialties, etc.

Things to Do

In this second category you can

browse the website based on your interests.

Are you looking for culture or nature? Sport or shopping? Backpacker or luxury travel?

Plan Your Trip

Here you will find practical information for your trip such as traveler guides, transportation in Japan,

access to the airports, and a hotline for visitors in case of emergency.

Blog

In this last category, visitors will find short stories to get inspiration from with such titles as "Sustainable Travel in Japan", and "Cherry Blossom Forecast 2020"



Screenshot of Japan.travel, a website powered by JNTO



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Sony showcases its know-how with the EV Vision-S



In most people's minds Sony might not be directly related to the car industry, but the company proved the opposite during the last Consumer Electronics Show in Las Vegas.

The tech giant surprised everyone by presenting a Sony Electric Car: The EV Vision-S.

Sony's purpose was to showcase the company's efforts in the area of mobility. It includes safety, comfort, and entertainment.

The Vision-S prototype is equipped with 33 sensors in order to detect and recognise people and objects inside and outside the car as well as providing advanced driving support.

Naturally, passengers can enjoy Sony know-how with the on-board entertainment system for both sound and displays. The connectivity will also be at its best, with a strong integration with smartphones and 5G based cloud services.

The EV Vision-S is both a statement and a reminder of how much tech there is in a modern car.



Source: Sony's Press Release

Agenda



- / Market Focus: Japan. JETRO Seminar in Geneva. Feb 20, 8 to 10am. at the CCIG in Geneva. <u>Program</u> and <u>registration</u>
- ✓ Japon: Evaluer vos possibilités d'affaires. JETRO Seminar in Moutier. March 17, llam to 12:30.
 <u>Program</u> and <u>registration</u>
- ✓ Introductory Sake Professional (ISP) Course on Feb. 24 in Bad Ragaz (SG). This is a "Sake Sommelier Association" course provided by Dr. Charly Iten.

More information on this page. For registration please follow this <u>link</u>

JETRO is a government-related organization that works to promote mutual trade and investment between Japan and the rest of the world. Originally established in 1958 to promote Japanese exports abroad, JETRO's core focus in the 21st century has shifted toward promoting foreign direct investment into Japan and helping small to medium size Japanese firms maximize their global export potential.

The JETRO Switzerland Newsletter can also be viewed and/or downloaded online: http://www.jetro.go.jp/switzerland/newsletter



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