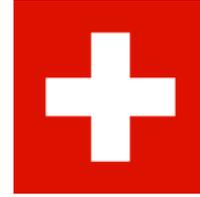


Switzerland

Capital: Berne
Population: 7,591,400 (2007 estimate)
GDP:* \$296.2 billion (2007 estimate)
Currency: Swiss franc
Language: German, French



Summary

Switzerland has no indigenous automobile manufacturing industry, and all autos are imported. The overall Swiss market demand for automotive parts, aftermarket products, accessories as well as specialty equipment was valued at USD 949 million in 2006 and was expected to grow 3-4% over the coming years.

Main Competitors

In the past few years, U.S. exporters have garnered a small market share, registering USD 45 million in 2006 or 4.8%. Germany, which traditionally has had a strong stronghold in the market, captured the lion's share with a total exceeding 47% of the market, followed by France with 14% and Japan with 12%.

Current Demand

Accessories & Custom Products

Car customization enjoys a high degree of receptivity at the present time due to a flourishing overall Swiss economy. End-users have the propensity to devote large sums of their disposable income toward customization of automobiles and luxury accessories. Opportunities exist for U.S. suppliers in the areas of specialty wheels, seat covers, high-end in-car entertainment systems, alarm systems, and performance enhancing products. In recent years, Swiss motorists have also rediscovered their predilection for costly interior fittings, which is driving demand for aftermarket accessories and custom products. This trend is sustainable until the overall economy is beginning to shrink.

Aftermarket: Parts & Components

Although small in size, Switzerland is an attractive and highly competitive market for aftermarket parts and components. Swiss importers and distributors tend to be very well informed about current market trends and expect sophisticated technology and equipment from their supplier base. The overall Swiss market demand for automotive parts and components is forecast to grow between 2-3% in 2008. Because of the health of the Swiss economy, Swiss consumers tend to make automotive procurements at shorter time intervals, which impinges favorably upon the parts and components market.

Aftermarket: Mobile Electronics & Technology

As a result of rising car theft incidents, Swiss motorists are increasingly equipping their automobiles with alarm systems. A large number of new cars imported into Switzerland every year are fitted with alarm systems. This latest trend has added impetus to the mobile electronics and technology market. GPS systems, electronic maps and in-car entertainment equipment are in strong demand and are contributing to healthy growth in this market segment.

Aftermarket: Testing Equipment

The receptivity of U.S.-sourced testing equipment is quite high. This is an area that U.S. suppliers are encouraged to exploit. They have to be prepared to initially ship in small volumes, with the prospect of growth once successfully introduced to Swiss buyers. Switzerland has a wide net of garages, repair services and dealerships that could potentially be interested in U.S.-sourced testing equipment. U.S. suppliers have to be price-competitive with their offerings and should plan to establish long-term relationships with their Swiss business partners.

Current Demand (continued)

Original Equipment: Tools and Testing Equipment

All major automobile brands are represented in Switzerland, which provides a market for original equipment/tools and testing equipment. Switzerland has an overall car fleet of about 3.8 million automobiles. In car imports were assessed at 269,500 units, with the U.S. holding a 1% market share.



2007,

Available Market Research

Automotive Parts, Accessories & Specialty Equipment Market (Jul 2007)

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