

# Greater Zurich: Your gateway to the future of mobility

Driving innovation in electric vehicles and autonomous driving

## Top 5 reasons why Greater Zurich is ideal for EV & autonomous mobility companies

1. Leading innovation hub worldwide, fostering collaboration between academia and industry.
2. Forward-thinking regulation, with incentives for EVs and permissions for Level 3 (and Level 4) autonomous technologies starting in 2025.
3. Access to European markets, leveraging Switzerland's central location and connectivity.
4. World-class universities and state-of-the-art technologies in autonomous vehicles.
5. Numerous autonomous mobility pilot projects, making it an ideal testing ground in Europe.

## Favourable regulation

### Electric vehicles

- Switzerland offers several incentives for EV adoption, such as tax reductions in various cantons, discounts from insurance and leasing companies, and subsidies in certain cantons.
- Since 2024, Switzerland abolished customs duties on all imported industrial goods. EVs are subject to a 4% automobile duty, levied on the import price rather than the final sale price.
- Unlike the EU, Switzerland has not adopted additional customs duties on Chinese EV imports.

### Autonomous driving (from March 2025):

- Hands-free highway driving (Level 3) is allowed, with drivers ready to take control when needed.
- Driverless vehicles (Level 4) are permitted on authorized routes, monitored by a control center.
- Fully autonomous parking is permitted in designated zones with monitoring.



## Key players in the ecosystem

### Electric vehicles



Polestar

PIËCH



DW DESIGN WERK

### Autonomous mobility

• APTIV •

embotech\*



FIXPOSITION

SIEMENS



## Swiss Association for Autonomous Mobility

Swiss Association for Autonomous Mobility (SAAM) is the central contact point for all activities in the field of automated mobility in Switzerland, providing direct and easy access to this thriving environment. Since 2015, over 20 automated vehicles have been operating in Switzerland, making it one of the most AV-oriented countries in Europe. SAAM is currently developing a national roadmap for autonomous mobility.

[www.saam.swiss](http://www.saam.swiss)

## Looking to expand internationally? Get in touch!

### About us

Greater Zurich Area Ltd is the official investment promotion of Zurich and surrounding Swiss cantons. Set up as a public-private partnership, we help you grow your business in Switzerland - all free of charge.



Introduction to key contacts in industry, academia, and government agencies.



Facilitating contact to potential research partners at universities, and research institutes.



Building the business case, introduction to service providers, and advice on regulations.

### Contact us

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