

# Premium and Luxury Cars in Switzerland

October 2023

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### 2023 DEVELOPMENTS

Current retail value sales fall in 2023 within premium and luxury cars

Leading players lack credibility in terms of sustainability, despite progress by Tesla and Lucid Motors

Premium and luxury cars is led by Daimler AG and its Audi brand

### PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars rises over the forecast period

Internet sales become increasingly significant thanks to changing consumer lifestyles and technological advances

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