

Renewable mobility

2025 Sustainability Report
AMAG Group AG



Informationen zu unserem
Preisdarstellung für AMAG Kunden
Ladestation oder jetzt scannen



In 2025,

962 solar panels
were installed by Helion

This equates to
electricity production
for the installed area of

52.4 GWh,

sufficient to
charge

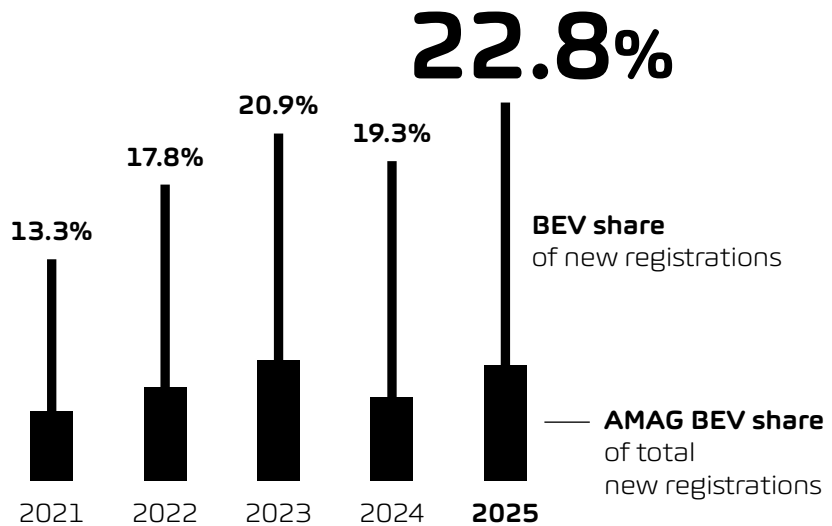
24,300
electric vehicles.

6 AMAG models

among the **top 10 best-selling BEV models** in 2025

Development of BEV market share

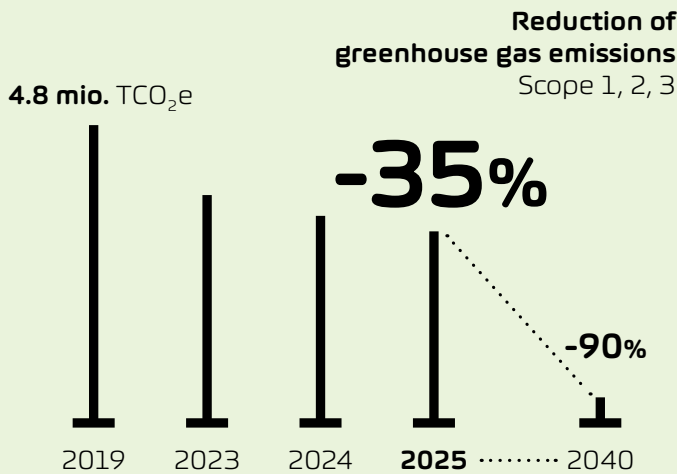
Switzerland



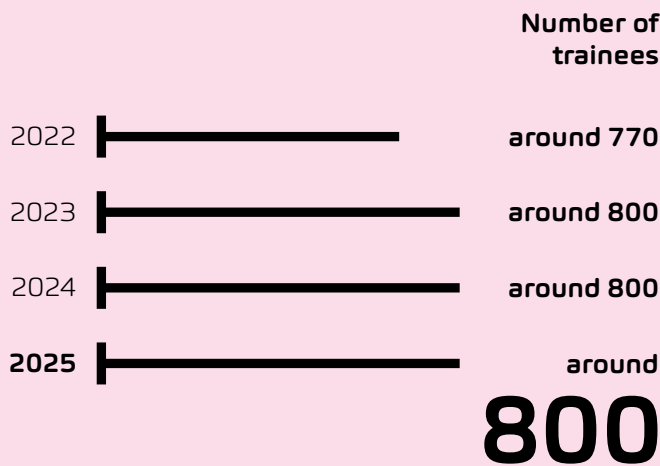
Women in management positions



Ambition Net Zero



Engage



Fairplay

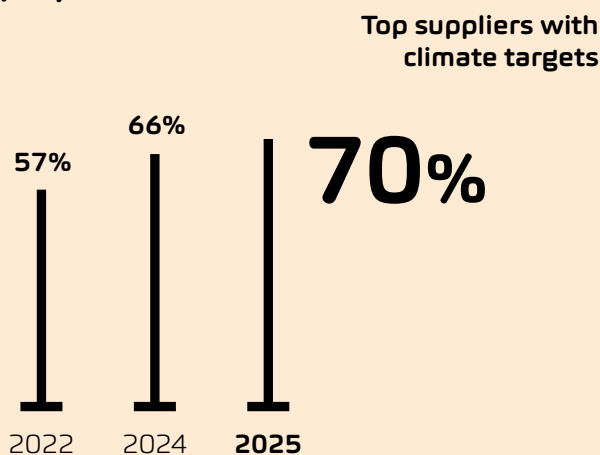


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Editorial

Dear all,

The past year was once again marked by major changes. Who would have thought at the beginning of the year that the US tariff frenzy would shake up the global value chains of the automotive industry, or that Switzerland would be affected not only indirectly through its links with the European supplier industry but also directly by a particularly high tariff rate? While disastrous hyper-competition prevails in the Chinese market, new manufacturers from the Far East are increasingly coming to Europe, including Switzerland.

«It's going to be a decisive year, it's going to be a tough year, it's going to be a good year,» we said at the beginning of the year. And looking ahead to the coming years of transformation: «It's going to be a good year. This year. Next year. Every year, because we do our homework.»

At 233,738 new cars in 2025, the Swiss car market is around 25% below pre-pandemic levels. We do not expect any significant recovery in 2026. The unsold new cars are not serviced by us, and do not result in lease agreements, service agreements or insurance policies either. The lack of charging

infrastructure, especially for tenants and apartment owners, and the high electricity costs are exacerbating the pressure on the used-car market for first-generation electric cars. Our market environment was, is and will remain challenging.

What matters is how we prove ourselves in this environment. Our products and services are the foundation. In Switzerland, we have what is called an «AMAG car» – and customers know what that means: a product from the VW Group. This is a clear positioning and an asset in itself – and will continue to be so in the future. In this year's study by the Center of Automotive

Management, the VW Group was voted the world's most innovative car group by some distance. Audi is the most innovative premium brand, Volkswagen the most innovative volume manufacturer.

«For the drive system of the future – electromobility – we remain the market leader: we have achieved our strategic market share target of 31%, and this figure is rising further.»

Helmut Ruhl, CEO

But Swiss customers want even more. Given the large selection of models, drive systems and digital products, a professional dealer network is becoming increasingly important. We have the largest partner network and offer excellent service and a wide range of

additional products. As an 80-year-old Swiss family business, AMAG stands for reliability and quality. We are convinced that sustainability is not a trend, but a fundamental change – for our society and the way we do business. Accordingly, we are pursuing the goal of decarbonising our business and achieving net zero by 2040.



The energy system is evolving to become increasingly decentralised. Electromobility plays a key role in making meaningful use of the potential of renewable energies – especially photovoltaics. With our ecosystem, we combine energy, mobility and services into an integrated overall system that creates tangible benefits for our customers. As for the cars, we are stay-

«Given the large selection of models, drive systems and digital products, a professional dealer network is becoming more and more important.»

Martin Haefner, Chairman of the Board of Directors of the AMAG Group

ing with our portfolio and looking forward to the many new models, such as the VW ID.Polo, the Cupra Raval and the Skoda Epiq. Small electric cars, at affordable prices and produced in Europe – that is a clear statement that extends far beyond the VW Group.

It has been a tough year: when margins and volumes fall, costs must not go up. We are responding with organisational streamlining and consistently implementing our initiatives for continuous improvement. At the same time, we are making decisions for the future, as well as targeted investments – such as in the modernisation of our vehicle and parts logistics and in future technologies such as autonomous driving.

Our employees' training and development is our top priority. We are delighted to have 306 new trainees, and 800 in total. It is both our obligation and our privilege to be able to support so many young people as they start their careers.





Last year was therefore a good year. We have set the course for the future. In 2025, our brands increased their market share to 32.1%, the second-highest figure in the company's history. For the drive system of the future – electromobility – we remain the market leader: we have achieved our strategic market share target of 31%, and this figure is rising further.

In the solar market, we are one of the winners from consolidation. At the same time, the benefits offered by our ecosystem of electric cars and solar energy – with its own energy management, charging solutions, bidirectional charging and transparent tariffs – are becoming increasingly clear. With our approach, running costs can be significantly reduced.

«The increase in our market share to 32.1% is the second-highest figure in the company's history.»

Helmut Ruhl, CEO

We expect politicians to provide a supportive framework for the transformation. Making the EU's decarbonisation strategy more flexible and promoting European production are important steps. For Switzerland, the expansion of charging infrastructure and easier access to charging solutions for tenants and apartment owners are particularly crucial.

The coming years will be good years if everyone – companies and politicians alike – does their homework.
Thank you for your trust and loyalty.

Martin Haefner
Chairman of the Board
of Directors

Helmut Ruhl
CEO



[Click here for the
interview with
Helmut Ruhl, CEO ↗](#)

Our path to sustainable mobility

Renewable mobility, strong brands, a networked energy ecosystem and committed employees: the AMAG Group combines economic expertise with targeted investments. Our holistic approach shows how we put sustainable mobility into practice for the long term.

«Our aim is to make individual mobility climate-friendly, economically successful and accessible to all.»

For AMAG, sustainability is an integral component of the business model and a key prerequisite for long-term corporate success. As the largest automotive dealer in Switzerland, we bear responsibility for the environment, society and the economy. This responsibility shapes our long-term direction as well as our day-to-day actions.

Our aim is to make individual mobility climate-friendly, economically successful and accessible to all. In doing so, we rely on pragmatic and effective solutions that reconcile environmental progress, economic stability and social acceptance.

Our holistic approach is based on five strategic priorities. These priorities guide our actions and provide the framework for business decisions, investments and the ongoing development of our business model.



Strategic focus of the AMAG Group



Our business

For us, economic success is a prerequisite for investment in new technologies, infrastructure and skills. That is why we are systematically developing our core business and strategically tapping into new business areas. In a challenging market environment, the strength of our products, our brands and our dense dealer and service network becomes evident.



Digitalisation

Today, our customers expect to be able to switch flexibly between online and offline channels. This is where we come in: we are working consistently on an end-to-end customer journey – from initial contact and vehicle purchase to the use of mobility and energy-related services. At the same time, we are driving the digitalisation of internal processes forward.



Customers

As a Swiss family business, we attach great importance to reliable and cooperative relationships – both with customers and with our partners in retail and service. Our strength lies in a deep understanding of the wishes of our customers. With the densest sales and service network in Switzerland, we are where we are needed. This includes leasing, retail and parking, as well as maintenance and service, and is based on a network of partners and dealers that has grown over time.



Sustainability

Our net zero ambition by 2040 is a long-term goal that we are implementing gradually and in line with market demand. A key lever here is the expansion of electromobility – in conjunction with the expansion of renewable energy and intelligent energy systems. We are convinced that sustainable mobility makes an impact when it is attractive, available and economically viable for customers – and when it is supported by strong brands and a reliable ecosystem.

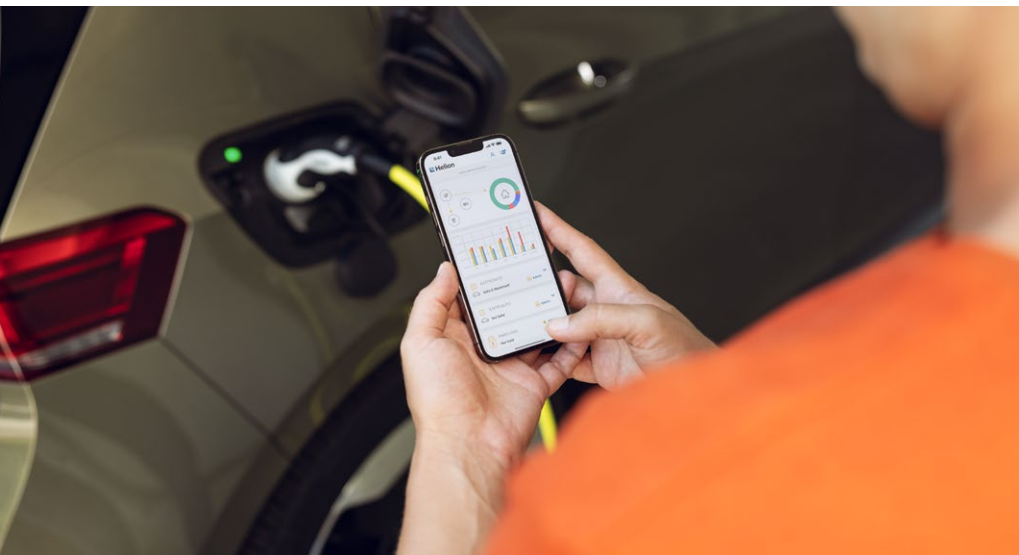


Culture

The AMAG Group employs around 7,500 people from 88 countries. With around 800 trainees, we are one of the largest companies in Switzerland that provides training. The AMAG Academy is a key tool here, with around 10,000 participant days per year. It supports employees in developing new skills – such as in the areas of electromobility, digitalisation and energy. Diversity is a success factor for us. The proportion of women is 17.1% and will be further increased proactively.

The AMAG ecosystem

Enabling sustainable mobility together



Sustainable mobility does not emerge in isolation, but through the interaction of many actors along the entire value chain – from energy generation and vehicles to infrastructure, use and recycling. AMAG sees itself as an active part of this ecosystem, bringing together partners from industry, energy, technology and research to develop sustainable solutions and embed them in day-to-day operations.

The focus is on the connection between mobility and energy. Electromobility is a decisive lever for reducing emissions. However, it only reaches its full potential when the electricity used is generated from renewable sources and utilised intelligently. This is precisely where AMAG and its subsidiary Helion come in. Helion is driving the expansion of photovoltaics, energy storage systems and energy management systems, thereby directly linking energy production with mobility.

Simple and reliable charging solutions are also needed for electric mobility to work in everyday life. AMAG offers integrated services for home, for business and on the go. Intelligent systems control energy consumption, optimise costs and relieve the load on the power grid. At the same time, AMAG is continuously expanding its network of public fast-charging stations.

Networked energy systems are another key component of our ecosystem. New technologies such as bidirectional charging make it possible to use electric vehicles as flexible energy storage systems. They can not only draw electricity, but also feed it back into the home or into the grid. This approach is complemented by virtual power plants: decentralised plants

are intelligently networked via platforms such as Helion ONE and used to stabilise the energy system.

The responsible use of resources also plays a decisive role: after their use in the vehicle, batteries are reused or recycled in order to keep valuable raw materials in circulation. This creates a circular economy that reduces the need for primary raw materials and has a lower environmental impact.

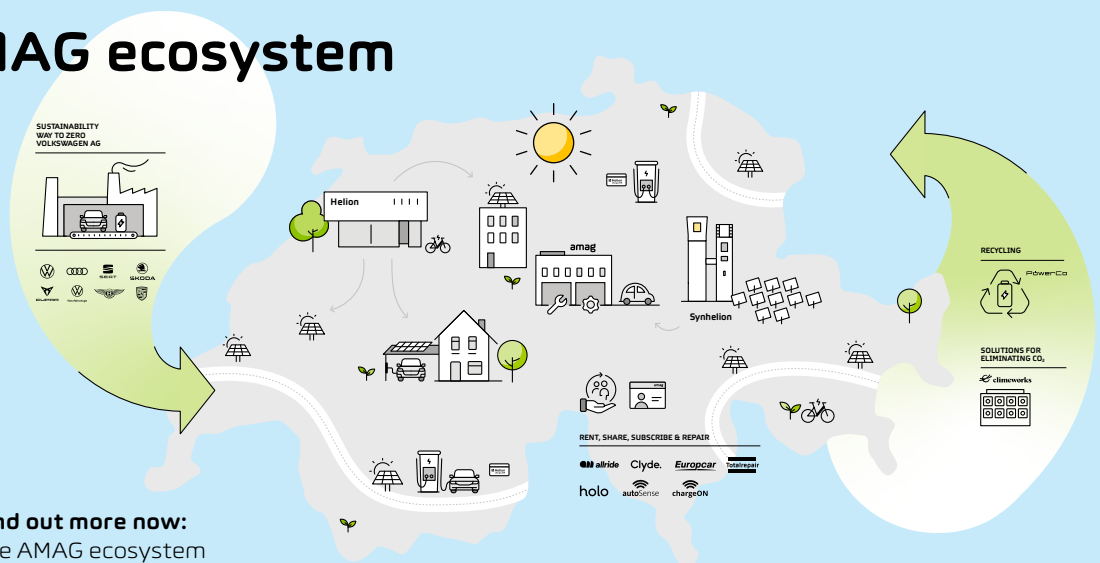
«Sustainable mobility does not emerge in isolation, but through the interaction of many actors along the entire value chain.»

In addition to electromobility, AMAG is also involved in the development of alternative technologies. Together with partners such as Synhelion, we are promoting synthetic fuels from solar energy that can replace fossil fuels – especially in areas that are difficult to electrify, such as aviation and heavy transport.

AMAG is also working on the mobility solutions of tomorrow. Autonomous vehicles and new forms of mobility such as ride pooling offer the potential to make transport more efficient, safer and more resource-friendly. Appropriate applications are being tested and further developed in collaboration with partners from research and the public sector.

All these activities show that sustainable mobility is the result of the interplay of energy, technology and partnerships. The AMAG ecosystem combines these elements into a holistic approach – with the aim of making mobility climate-friendly, economically viable and suitable for everyday use in the long term.

The AMAG ecosystem




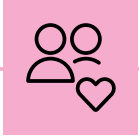
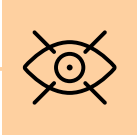
Find out more now:
The AMAG ecosystem in the full Sustainability Report. ↗

ESG focus

Responsibility across environment, social and governance

For the AMAG Group, sustainability is both a corporate responsibility and a key driver of innovation and value creation. Our holistic approach, which combines innovation, social responsibility and sustainability, is helping to drive the transformation of mobility forward.

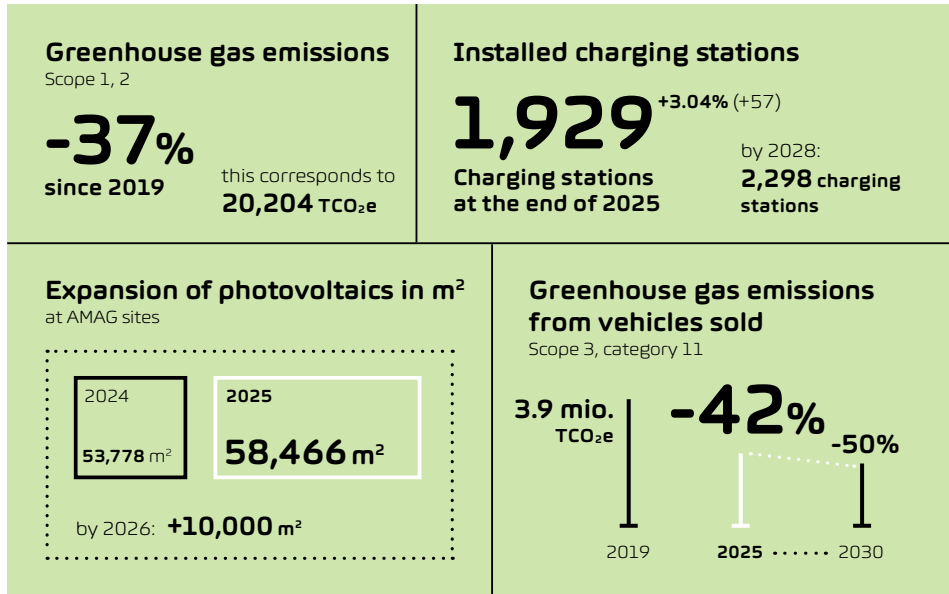
Our responsibility goes beyond environmental impact, and also includes social and ethical issues. We have defined three focus areas to help implement our sustainable commitment.

 <p>AMAG</p> <h2>Ambition Net Zero</h2> <p>Includes measures to reduce carbon emissions and promote renewable energy.</p> <p>Material topics: emissions, energy, waste, investment in technologies to decarbonise mobility</p> <hr/> <h3>Ambition</h3> <ul style="list-style-type: none"> -30% Scope 1, 2 emissions by 2025 -50% Scope 1, 2 emissions by 2030 -50% Scope 3 emissions from vehicles sold by 2030 Long-term ambition Net Zero 2040 	 <p>AMAG</p> <h2>Engage</h2> <p>Pools initiatives for the advancement of society, our employees and our customers.</p> <p>Material topics: educational programmes, promoting social and cultural projects, promoting diversity</p> <hr/> <h3>Ambition</h3> <ul style="list-style-type: none"> Total female ratio: 20% by 2030 Women in management positions: 25% by 2030 Percentage of female trainees: 20% by 2030 Trainee retention rate: 65% per year 	 <p>AMAG</p> <h2>Fairplay</h2> <p>Ensures the highest standards in governance, risk management and compliance.</p> <p>Material topics: building strong cyber resilience and occupational health and safety</p> <hr/> <h3>Objectives</h3> <ul style="list-style-type: none"> Adherence to compliance requirements
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In a nutshell

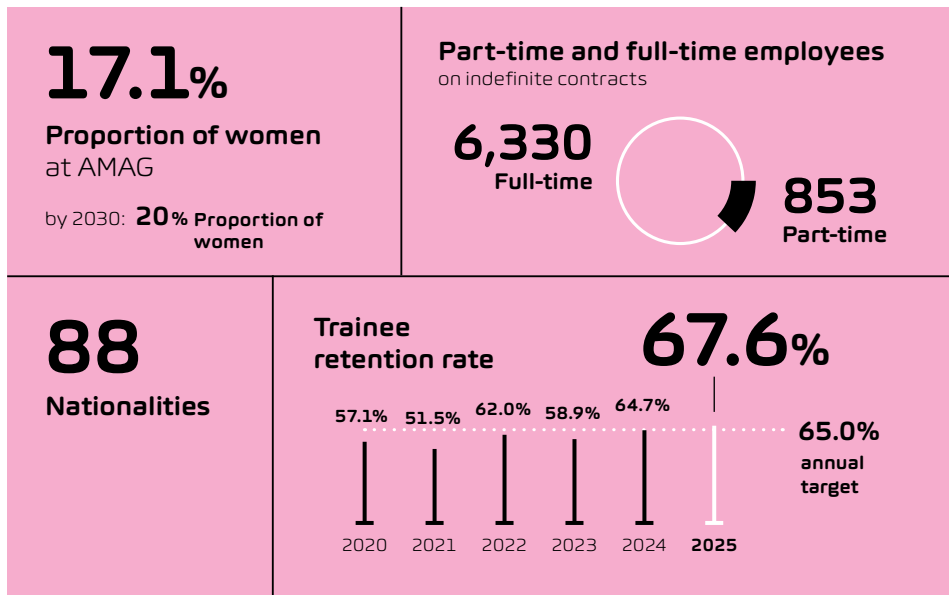
Ambition Net Zero

AMAG is pursuing the goal of net zero by 2040, as part of which it is deliberately going beyond the federal government's requirements. The focus is on the consistent reduction of emissions, targeted investments in sustainable technologies and the promotion of CO₂ elimination.



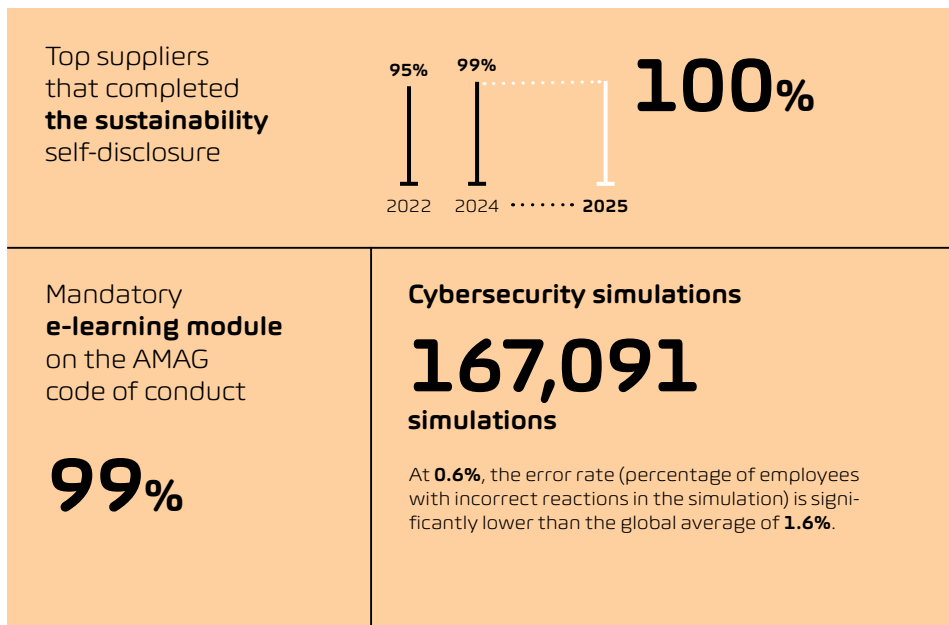
Engage

The focus is on people. AMAG creates a working environment that enables development and strengthens talent through strong training and continuing education, diversity and targeted development programmes. At the same time, the company is actively committed to social projects and sustainable initiatives.



Fairplay

Responsible corporate governance is based on clear rules and integrity in everyday practices. AMAG relies on transparent processes, binding standards and effective risk management. Zero tolerance towards corruption and a strong awareness of security and compliance ensure that fair play is an integral part of daily work.





Sustainability in action

Achieving more together

The decarbonisation of mobility remains a key component of our sustainability strategy. The AMAG Group takes responsibility along the entire value chain - from energy and vehicles to recycling and the circular economy. At the same time, we make targeted investments in expertise and partnerships in order to play an active role in shaping change.

After all, sustainable mobility does not happen on its own. It is the result of collaboration, innovation and tangible action in day-to-day work. This is exactly where the following examples come in: they show how we develop and implement solutions together with customers and strong partners.

Be it attractive on-the-go charging at home rates, intelligent energy solutions for SMEs, renewable fuels from solar energy or the recycling of batteries - each of these stories represents a tangible contribution to sustainable mobility. Together, they show how many individual initiatives can be transformed into an effective whole.



«28 centimes»: charging on the go at home rates



Electromobility should be simple and affordable. This is precisely where the AMAG «28 centimes» offer comes in: at public charging stations of the AMAG Group and participating partners in trade and service, customers of a vehicle introduced by AMAG IMPORT can charge at an attractive fixed price of 28 Rappen per kilowatt hour.

For Gregor Schwab, a transport entrepreneur from the Seeland region, this is a decisive advantage. Long sceptical of e-mobility, he is now convinced: «Charging is no problem at all – and the 28-centime rate makes it particularly attractive. When I’m in the region, I like coming to AMAG to charge up.» His conclusion after his first few months in the electric car: «It offers a quiet, high-performance driving experience – and most importantly, it is perfectly suited to everyday use.»

In parallel, AMAG is continuously expanding its charging network. Fast-charging stations at central locations ensure short charging times and high availability. «The 28-centime rate is a great offer,»

says Oliver Felder, Head of After Sales in Zuchwil. «It makes it easier to get started with electromobility, and creates transparency and predictability.»

«The 28-centime rate creates transparency and predictability.»



Watch the video now:
How easy and affordable charging on the go can be. ↗



More than cheese: energy for Switzerland

Virtual power plants are a key to the energy transition: they link solar power systems, battery storage systems and charging stations into one intelligent overall system – and create precisely the flexibility that the Swiss electricity grid increasingly needs.

The Imlig cheese dairy in the Rhine Valley shows how this works in practice. The long-established SME produces cheese, butter and dairy products – and for years now, it has also produced more electricity than it consumes itself. By participating in a virtual power plant, this surplus can be strategically fed into the grid or used flexibly if needed. This is supported by an industrial storage system and the Helion One Platform.

«Anyone who can provide flexibility becomes part of the solution.»



For the Imlig cheese dairy, it is a win on several levels: the investment becomes more economical, self-consumption goes up and, at the same time, the company makes an important contribution to security of supply. «We are convinced that this will enable us to integrate our energy better into an overall concept for secure and economical electricity production in Switzerland,» says Urs Imlig, Managing Director of the Imlig cheese dairy in Oberriet.

As part of the AMAG Group, Helion actively promotes such solutions. Anyone who can provide flexibility becomes part of the solution – for a stable electricity grid and a sustainable energy future in Switzerland.



Watch the video now:
How virtual power plants create flexibility and security in the Swiss electricity grid. ➔



Sustainability in action

Synhelion: sun in the tank

The defossilisation of transport requires new solutions – especially where electrification reaches its limits. This is exactly where Synhelion comes in: the Swiss cleantech company is developing renewable fuels from solar energy to directly replace fossil fuels.

At the first industrial plant in Germany, DAWN, the Swiss cleantech company has been producing solar aircraft fuel, diesel and petrol since 2024. In a thermochemical process, water and CO₂ are processed into synthesis gas with the help of solar energy and then refined into fuel – around the clock thanks to energy storage systems.

«Our fuels are fully compatible with existing engines and infrastructure.»

The key advantage: the fuels are fully compatible with existing engines and infrastructures. «Our fuels are 100% drop-in capable – you can simply fill up with them and drive off,» explains Philipp Furler, Co-CEO of Synhelion. He sees great potential in long-distance transport in particular: «Synthetic fuels offer a sus-

tainable solution where electrification is difficult.»

AMAG is supporting the further development of this technology as a partner. Together, we are driving solutions forward to make even those areas that cannot be electrified more climate-friendly. That way, they are making an important contribution to net zero.



Watch the video now:
How solar energy becomes fuel. ↗

Librec: keeping raw materials in circulation

What happens to a battery at the end of its life? At Librec, it turns into something new. As a Swiss pioneer, the company recycles lithium-ion batteries from electric vehicles and recovers valuable raw materials. In the high-tech facility in Biberist, batteries are discharged, disassembled and mechanically processed – without combustion. That way, over 97% of the valuable raw materials such as cobalt, nickel, manganese and lithium can be recovered. The resulting «black mass» serves as a basis for new batteries. The process is particularly resource-efficient: it uses residual energy from the batteries and runs on renewable electricity.

«Through our work, over 97% of the precious raw materials such as cobalt, nickel, manganese and lithium can be recovered.»

«Our main goal is the circular economy,» explains Beat Seiler, Chief Sales & Marketing Officer at Librec. «We want to put the materials back into new batteries – as a sustainable alternative to extraction by mining.»

As a partner of AMAG, Librec makes a key contribution to sustainable electromobility. «We're taking the first step in the cycle and working with partners to close it together,» says Beat Seiler. «That is crucial for the future of mobility – and for the net zero target.»



Watch the video now:
How batteries become
new raw materials. ↗



Other partnerships

In addition to sustainable mobility, AMAG is also actively committed to culture, education and society. Together with partners from business, research and culture, it promotes innovation, climate protection and social cohesion – and consciously thinks responsibility beyond its core business.



Climeworks

As part of its climate strategy, the AMAG Group has been working with Climeworks for several years and has concluded a long-term contract for the filtration of pollutants from the air, known as direct air capture (DAC). The Swiss company's core business focuses on permanently removing unavoidable and historical carbon emissions from the atmosphere. Climeworks has set itself the goal of removing one million tonnes of CO₂ from the air and storing it every year between now and 2030.



Family Business Award

The AMAG Group has sponsored the Family Business Award since 2012. Each year, the award recognises a family business that impresses the jury with its sustainable actions, clear values and long-term corporate responsibility. In 2025, the award went to CAMION TRANSPORT AG from Wil (St. Gallen). The logistics company impressed the jury in particular with its innovative transport system, which intelligently connects road and rail, thereby contributing to more efficient and resource-friendly logistics.



Zurich Opera House and Zurich Chamber Orchestra

Culture is also very important to the AMAG Group. For example, AMAG is the main partner of the Zurich Chamber Orchestra and thereby supports an outstanding ensemble that delights music lovers from all over the world. In addition, the AMAG Group's public performances at the Zurich Opera House give a wide audience access to first-class opera and ballet performances at discounted prices. This initiative helps to ensure that culture is open to all people.

KPI Report in accordance with GRI

AMAG's KPI Report provides information on the company's main sustainability KPIs. It is prepared in accordance with the internationally recognised sustainability reporting standards elaborated by the Global Reporting Initiative, the GRI Standards, in the latest 2021 version. It contains an overview of all material topics for AMAG resulting from its business model and economic performance across the entire value chain. The KPI Report uses specified indicators to provide information on the management approach and the progress made in these topic areas. AMAG's material topics are energy, emissions, occupational health and safety, training and education, diversity and equal opportunity, and customer privacy. The detailed report is available online.

KPI report according to GRI standards

GRI 2	General Disclosures
GRI 3	Materiality analysis and list of material topics
GRI 302	Energy
GRI 305	Emissions
GRI 306	Waste
GRI 404	Training and Education
GRI 405	Diversity and Equal Opportunity
GRI 206	Compliance
GRI 403	Occupational Health and Safety
GRI 408	Child Labor
GRI 418	Customer Privacy



Click here for the the full KPI Report:

www.amag.report ↗

Product ecology

- In the interest of environmental conservation and climate protection, this brochure has been produced with a strong focus on ecological sustainability.
- The paper is made from 100% recycled fibre materials and meets the strict requirements of the «Blue Angel» environmental label for the use of recycled paper.
- The brochure was printed using non-toxic water-based inks.



Our 2025 report is also available online.

Here you will find a clear and simple overview of our sustainable business activities and our partnerships.

Legal information

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