# Premium electric vehicle brand AVATR to launch in Switzerland in 2027

- Two models available from spring 2027
- Prices from CHF 59,900
- First showroom to open in Zurich Oerlikon
- Distribution by Kamps Import AG, backed by Swiss luxury car specialist Schmohl AG

**Zurich, 24 November 2026 - AVATR will enter the Swiss market in 2027. Distribution will be handled by Kamps Import AG, backed by Swiss luxury car specialist Schmohl AG. The premium EV brand will launch with two models: the AVATR 07L SUV and the AVATR 06T shooting brake. Prices are expected to start at CHF 59,900. Test drives and customer deliveries will begin in spring 2027.**

Following the brand's European debut at the Paris Motor Show (Mondial de l'Auto), Switzerland will be one of AVATR's first markets in Europe. The Swiss launch combines AVATR's expertise in e¨lectric vehicles and intelligent technology with Schmohl's experience in the luxury car market.

AVATR Switzerland will be led by Group CEO Christoph Haas, who has steered the development of Schmohl AG for many years. Martin Schmied, Director Business Development & Network, brings senior management experience from Harley-Davidson, Tesla and other automotive companies. Kristina Grell, an experienced automotive sales executive, is responsible for sales and marketing.

*"Switzerland is one of the most demanding premium car markets in the world. We are made for exactly these discerning customers," AVATR said. "Guided by Emotive Luxury and our design from Munich, we are entering the market with two strong models and a long-term commitment, supported by Kamps Import AG's market expertise and Schmohl's heritage in luxury car retail."*

*"Over the course of our history, we have brought several outstanding car brands to Switzerland. We see AVATR as a long-term partnership based on a compelling combination of design, technology and emotion. We are now building the sales and service infrastructure to bring this experience to customers in Switzerland," said Christoph Haas, Group CEO.*

### Design shaped by "Emotive Luxury"

AVATR's global design work is based at the Global Design Centre in Munich, led by Chief Designer Nader Faghihzadeh. Guided by the "Emotive Luxury" philosophy, the brand pairs design that appeals to the senses with intuitive technology, creating a deeper connection between the car and its occupants.

### Two models at launch

The Swiss line-up will initially comprise two models: the AVATR 07L, an intelligent, all-electric premium SUV, and the AVATR 06T, an intelligent, all-electric, high-performance premium shooting brake. Both will be available with rear- or all-wheel drive, with power outputs ranging from 415 to 952 PS across the range.

Both cars share an elegant, futuristic design and a spacious, intelligent cabin with high-quality materials, a premium audio system and a multi-screen layout designed for everyday use. The Taihang distributed electric drive system controls the left and right wheels independently and with precision, delivering safer, more stable and more agile handling in the wide range of road conditions found across Europe. From safety and charging to language and road-specific functions, both models have been developed and tuned to meet the needs of European customers.

### First showroom in Zurich Oerlikon

AVATR's first Swiss showroom will open its doors in Zurich Oerlikon in the first quarter of 2027. With more than 230 square metres of floor space, it will be designed to reflect the brand's premium positioning.

Further locations are planned during 2027 as part of a selective, nationwide sales and service network. Anyone interested can register for launch updates at avatr-switzerland.ch.

More information about AVATR and its models is available at avatr.com.

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### About AVATR

Founded in 2018, AVATR Technology develops premium electric vehicles. The brand is built on three core values: Leading Design, Advanced Intelligence and User Centricity. Its global network spans design, development, production and marketing. The Global Design Centre in Munich brings together designers and engineers from more than 30 countries, with further locations in Chongqing and Shanghai. AVATR draws on Changan Automobile's vehicle development expertise, CATL's battery technology, and advanced software and intelligent vehicle technologies. The brand is present in 70 countries and regions and has more than 280,000 owners worldwide.

### About Kamps and Schmohl

Founded in 1923, Schmohl AG is a Swiss luxury car dealer and has been based in Glattpark near Zurich since 2004. The company is an official Swiss dealer for Bentley, Bugatti, McLaren, Rimac and Rolls-Royce and employs more than 50 people. Through its stake in Kamps Import AG, the group is adding AVATR to its portfolio.