GTAI GERMANY TRADE & INVEST

INDUSTRY OVERVIEW

The Automotive Industry in Germany

ISSUE 2025

The Home of Automotive Innovation

"We've found a key solution for electric trucks, which allows recharging during the driver's 45-minute lunch break. This way the time is used for recharging and no time is lost during the day… Nearly all the major makers of freight trucks are developing electric models."

Steffen Büttner
Researcher at the Technical University of Munich and the NEFTON project, which set a record for recharging a full-sized heavy transport vehicle within the driver's mandated rest period.

1.35 m
million passenger electric vehicles produced in 2024 – making Germany the world's second biggest producer

24%
of total domestic industry revenue generated by automotive industry

+60%
R&D growth in Europe created by German automotive sectors

158,000
highly skilled R&D personnel

1/3
of global automotive R&D spending made by German OEMs

23.8 %
share of total German exports in 2024

Automotive Industry Leader
Germany's automotive sector is a global leader and Europe's biggest production and sales market. The country's suppliers and OEMs are showing the mobility way ahead as part of the mobility transformation. New and alternative drive technologies, lightweight materials, software-defined vehicles and advanced driver assistance systems developed in Germany are helping revolutionize the automobile as we know it. An advanced automotive ecosystem and industry clusters work to promote knowledge transfer and innovation. The country's twin strengths in industrial manufacturing and production and software solutions will continue to make Germany an automotive force to be reckoned with on the international stage.

Engineering and Production Excellence
Germany is recognized the world over for its outstanding automotive industry and excellence in engineering. From Asia to the Americas, German cars embody highly cherished values of innovation, reliability, safety, and design. Germany is by some distance Europe's leading production and sales market. The country's world-class R&D infrastructure, complete industry value chain integration, and highly qualified workforce create an internationally peerless automotive environment. It enables companies to develop cutting-edge technologies which perfectly address tomorrow's mobility needs.

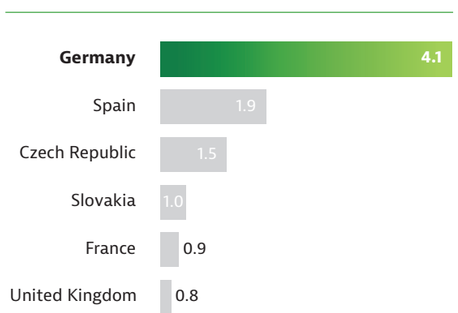
Germany's Automotive Industry in Numbers

Germany is Europe's biggest automotive market – being the number one in both production and sales terms. The country accounts for more than 32 percent of all passenger cars manufactured and almost 22 percent of all new registrations in Europe.

Germany also boasts the largest concentration of OEM plants in Europe. According to the European Automobile Manufacturers' Association (ACEA), there were 51 automobile assembly and production sites in Germany at the end of 2024.

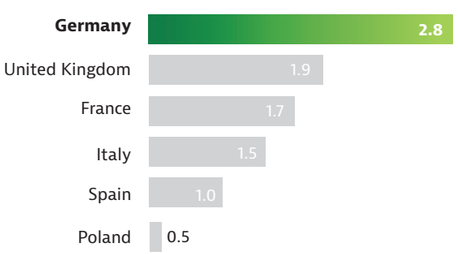
Manufacturing Leader Germany
Germany is the European car production leader: almost 4.1 million passenger cars – and 351,000 commercial vehicles – were manufactured in German plants in 2024. Eighteen of the world's 100 top automotive suppliers are German companies.

Passenger car production in Europe 2024
in million units



Source: VDA 2025

Passenger car registrations in Europe 2024
in million units



Source: ACEA 2025

Export Success
German passenger car and light commercial vehicle OEMs generated foreign market revenue of EUR 372.2 billion in 2024 – a five percent decrease over 2023. Automotive exports account for around 23.8 percent of all German exports in 2024 – making it the product group with the largest export share. Domestic sales in the German automotive industry amounted to just over EUR 164 billion during the same period.

R&D Leadership
German OEMs were responsible for internal R&D investments amounting to almost EUR 30.3 billion in 2023. Germany's automotive sector is the country's most innovative industry sector, accounting for 34 percent of German industry R&D expenditure. Research and development personnel within the German automobile industry reached a level of around 157,741.

Germany's industry numbers speak for themselves and for a secure and successful investment in the country

The Premium Market

Germany is the world's premium car production hub. Of all premium branded vehicles produced globally, 60 percent are German OEM-manufactured. Of this number, 24 percent were physically made in Germany in 2023).

Within Europe, more than 83 percent are German OEM-badged vehicles – 58 percent of these vehicles were made in Germany. The western European light vehicle production sector is predominantly premium sector focused. As a result, the scale and range of production is expanding significantly. Production of premium segment cars will continue to grow (currently 38 percent share of western European light vehicle production).

Globally, the premium market segment will grow at a much faster rate than the total passenger car segment in the next decades. Growth can be mainly attributed to growing international demand for high-value, premium small- and compact-sized cars as well as premium SUVs. The German automotive industry is one of the world's leading producers of premium cars.

Electric Mobility in Germany

Germany's internationally leading automotive industry is showing the electric mobility way ahead. The sector is responsible for around one third of all electric mobility and hybrid propulsion patents globally. Demand for electric vehicles is rising as range and performance improvements drive uptake levels and battery costs continue to fall. By the end of 2024 there were more than 1.65 million all-electric vehicles registered. There were also almost 160,000 charging stations across the country, of which more than 125,000 were normal charging stations and over 35,000 were fast-charging stations.

Germany is a global electric mobility patent leader

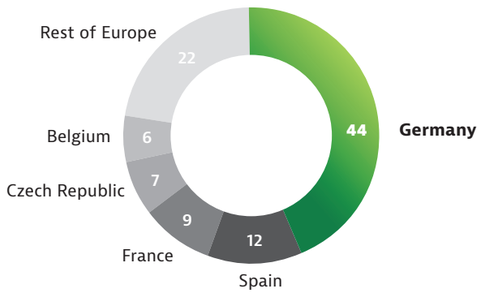
Electric Mobility Innovation Leader
Significant efforts are being made in the area of battery and cell research – particularly in the area of material and process technologies for lithium-ion systems that will lead to a new generation of high-energy and high-performance battery systems. German automotive manufacturers have increased their range of available electric vehicles. The General German Automobile Club (ADAC), Europe's largest automobile driver association, has identified 97 series with more than 230 model variations.

Electric Charging Infrastructure
The German government is making EUR 900 million available in the guise of two funding programs to support electric vehicle charging infrastructure. The Fast-Charging Act also foresees the expansion of public fast-charging infrastructure with 150 kW power for electric vehicles in the form of a EUR 2 billion public tender process.

Electric Mobility Act
Legislation like the Electric Mobility Act already grants special privileges to electric vehicles – including the lowering or waiving of fees and exemptions from certain access restrictions – to normalize the owner structure of the electric passenger car market. Company cars also benefit from a tax advantage – electric cars with a purchase price of up to EUR 60,000 have a taxable benefit of just 0.25 percent of the vehicle list price.

Supporting local electric mobility
The Federal Ministry of Transport is supporting electric mobility on the ground in cities and towns through its "Local Electric Mobility" funding program. The initiative supports partnership between industry, science and the public sector to drive the market ramp-up of electric mobility and to help anchor it in daily life. Research and development projects integrate industry partners to optimize vehicles and promote innovative drive systems for public and private local transportation needs according to individual mobility requirements.

Electric Vehicle Production in Europe 2023
in percent



Germany produced 44% of Europe's 2.8 million electric vehicle units in 2023

Germany was the second-largest electric mobility production hub in the world with 1.35 million units in 2024

Germany's fast-charging network is being expanded to 150 KW as part of a EUR 2 billion public tender process

Sources: MarkLines 2025; VDA 2025

Autonomous Driving in Germany

Germany is playing a pioneering role in the future of autonomous driving – being the first country in the world to green light legislation for autonomous vehicles operations. A new market of 58 million units is forecast for 2030, with German companies showing the way forward with almost half of all autonomous drive technology patents globally.

Digital Test Beds
Germany's Federal Ministry of Transport is supporting the trialing of new technologies in a number of digital test beds to unlock the potential of digital mobility. Digital test beds allow the promotion of automated and connected driving technologies in designated zones. Real-world driving data will be made available to the industry; policy makers can evaluate the efficacy of digital transport policy in a controlled scenario; and the general public experience digital mobility technologies firsthand. Digital test beds include the Digital Motorway Test Bed in Bavaria, digital test beds in cities, and the cross-border Franco-German Digital Test Bed.

Making Autonomous Driving a Reality
Germany is the first country in the world to allow Level 4 autonomous driving testing on its highways. Enacted in 2021, the Act on Autonomous Driving has established the regulatory framework for Level 4 autonomous motor vehicles to operate in regular public road transport in determined operational areas across the country. Autonomous driving scenarios foreseen in the act include the transportation of people and/or goods in the first and last mile, shuttle traffic, people movers, HUB traffic, and demand-oriented offers in off-peak times. Dual mode vehicle use, for automated valet parking for example, should also be possible.

Tomorrow's Autonomous Technologies
As safety risks due to machine error is the main concern for customers, safe autonomous drive technologies and applications are major factors driving the connected car market and acceptance of autonomous vehicles. A new generation of radar, camera and lidar sensor technologies monitoring the car's environment enable the vehicle to react in a swift and independent fashion. Increased deployment of autonomous technologies will see collision avoidance, danger warning, and independent parking system solutions as well as "well-being" functions like driver drowsiness detection increasingly become standard. Real-time traffic and highway assistant solutions will develop over time to become pilots, thereby paving the way towards highly automated (2025) and autonomous cars (2030). It is expected that highly and wholly automated and autonomous cars will enjoy market share of around 20 percent by 2035.

AI for Autonomous Driving
The Fraunhofer Institute for Cognitive Systems IKS is conducting research to analyze the accuracy of AI machine learning for autonomous driving. Structured safety analysis creates a logical model of the system architecture to represent signal flows and their quality, with sensor performance and areas of improvement described in the system architecture. Intelligent cross validation of existing internal and external sensor date compares different types of sensor data to identify potential areas of improvement. Front-end camera and lidar system sensor data, for example, is being used to conduct sensor cross checking.

Company Groups with the Most Transnational Patent Registrations in Autonomous

		Share of registrations in percent
Bosch (Germany)	**3,026**	**6.2**
Volkswagen (Germany)	**2,525**	**5.2**
Ford (USA)	2,476	5.1
Toyota (Japan)	2,197	4.5
General Motors (USA)	1,746	3.6
Denso (Japan)	1,103	2.3
Hyundai Motor (South Korea)	1,067	2.2
Schaeffler (Germany)	**991**	**2.0**
Renault (France)	931	1.9
BMW (Germany)	**927**	**1.9**

Source: German Economic Institute (IWD) 2025

Value Added in the Value Chain

The auto industry in Germany is thriving as a result of the diversity of companies active in the sector. Large and medium-sized auto manufacturers alike are to be found here, as are system and module suppliers – not to mention numerous small and medium-sized tier 2 and 3 suppliers.

Around 85 percent of auto industry suppliers are medium-sized companies. All of these suppliers provide up to 70 percent of value added within the domestic auto sector – ensuring that the German auto industry remains ahead of the competition.

Changing Automotive Industry Structures
Value added is moving to the supplier side, and increasingly also to non-auto industry sectors (e.g. the chemical industry in the field of electric mobility). Not unsurprisingly, international suppliers are increasingly attracted to Germany as a business location. To date, the world's ten largest non-German auto industry suppliers have successfully established operations in Germany.

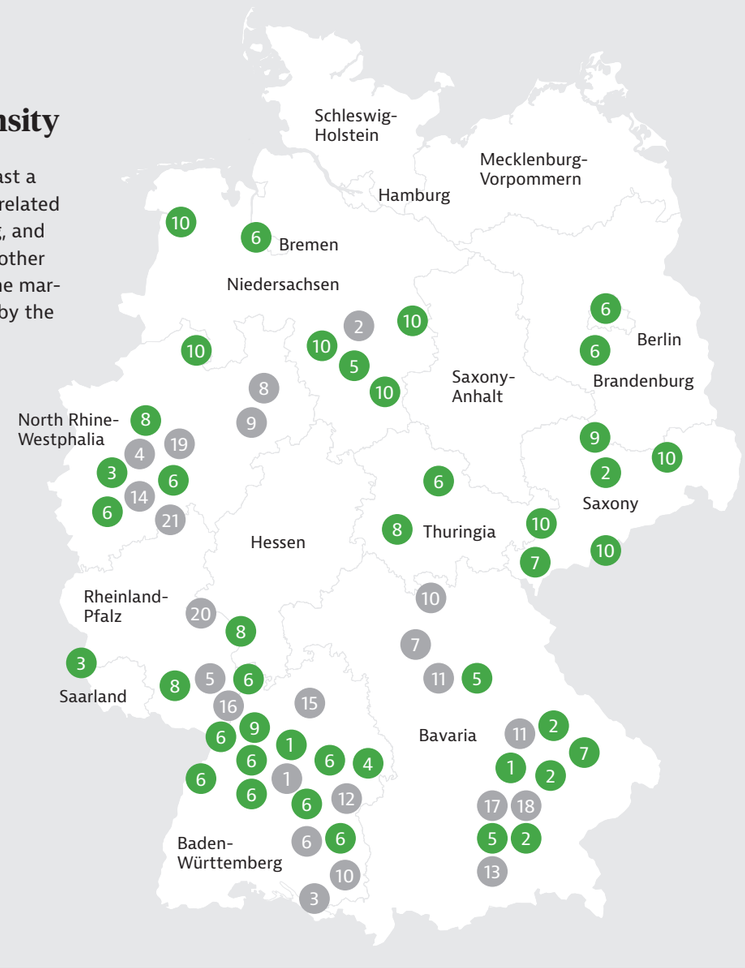
Global OEM Supplier Leader
Germany boasts 15 of the world's top 75 automotive OEM suppliers. The German automotive supplier industry generated approximately EUR 85.2 billion in turnover in 2024. The German automotive industry recorded total revenue of EUR 536.1 billion in 2024, with 70 percent of sales (EUR 372.2 billion) generated in export markets. The United States remains the country's most important export market with exports to China in decline.

Investing in Innovation
Research and development is a crucial factor in maintaining the country's leading position, as companies strive to stay on tope of the developments and trends of a market in transformation. This explains domestic R&D spending of EUR 30.3 billion in the automotive sector in 2023 – equivalent to almost 35 percent of total industry R&D spending in the country. New battery technologies, autonomous driving and digitalization form the focus of the sector's intent to produce the most climate friendly, safe, efficient, and modern cars for the mobility transformation.

Working Together for Success
Central to the successes enjoyed by German OEMs to date are the skilled teams of workers who support ongoing development and production. The German automotive industry employed a workforce of around 772,900 people in 2024. They also serve Europe's largest automotive market, where 4.07 million passenger cars were produced in 2024.

German Automotive OEM and Supplier Density

No other country in Europe can boast a comparable concentration of auto-related R&D, design, supply, manufacturing, and assembly facilities. Accordingly, no other country in Europe provides the same market opportunities as those offered by the German auto industry.



OEMs

1 Audi
2 BMW
3 Ford
4 Iveco
5 MAN
6 Mercedes
7 Neoplan
8 Opel
9 Porsche
10 Volkswagen

Suppliers (only German headquarters)

1 Bosch
2 Continental
3 ZF Friedrichshafen
4 Thyssen Krupp
5 BASF SE
6 Mahle
7 Schaeffler
8 Bentheler Automobiltechnik
9 Hella KGaA
10 Brose Fahrzeugtechnik
11 Draexlmaier
12 Eberspaecher Holding
13 Getrag
14 Leoni
15 KSPG
16 Freudenberg
17 Webasto SE
18 Infineon
19 Leopold Kostal
20 Trelleborg Vibracoustic
21 Kautex Textron

Source: GTAI 2024

R&D Infrastructure

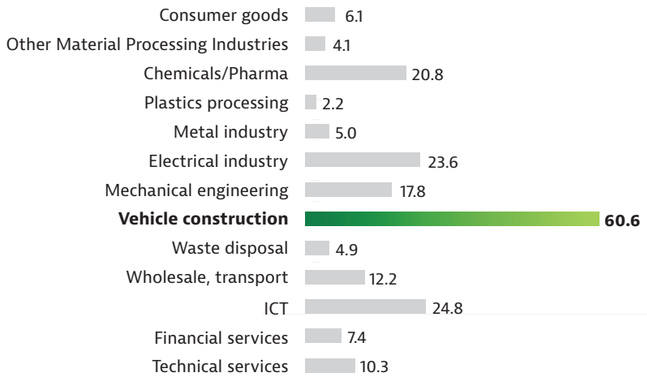
No other industry invests as much in R&D – over EUR 30 billion in 2023 alone. As such, the auto industry in Germany accounts for more than one third of the country's total R&D expenditure.

The auto sector accounts for over one third of total industry R&D spending

Germany has the highest concentration of all European automotive OEM and tier supplier R&D centers. This makes the country the most important automotive development activity location in Europe. Suppliers and service providers located in Germany profit from close client interaction starting from the pre-development stage. They can take advantage of joint research activities with some of the world's leading automotive technology research institutes and universities.

Increasing R&D Investment
According to the European Commission's "2024 EU Industrial R&D Investment Scoreboard," total global R&D investment made by German OEMs rose to EUR 58.4 billion in 2023. Almost one in three euros invested worldwide by the automotive sector in major future technologies was made by German companies during this period. Within the EU, German manufacturers and suppliers constituted 70 percent of total R&D investments made by European automotive companies globally in 2023. Around 158,000 highly skilled engineers were engaged in automotive-related R&D activity in the same year.

Innovation Spending by Industry 2023
in percent



Source: ZEW - Leibniz Centre for European Economic Research 2025

World Innovation Leader
Auto manufacturers and suppliers located in Germany are among the world's leading patent applicants. Nine out of the country's top ten patent filing companies are predominately active in the automotive industry – proof positive of the country's importance within the world's automotive market and its enormous innovation power. Germany's automotive industry remains the country's leading industry innovator with a significant share of turnover being generated from new product innovations. Almost 70 percent of companies active in the sector introduced new products or processes. Overall investment in innovation, including internal and external R&D expenditures, is constantly increasing. Complete industry value chain presence ensures that new and innovative products are made to the highest possible technological standards. Bosch, the biggest German automotive supplier, alone files around 19 patents per working day on average.

R&D Incentives – High-Tech Strategy
With R&D considered to be among the most important areas for the development of the German economy, industry and the public sector have made a commitment to spend around three percent of national GDP per year on R&D activities. This amounts to approximately EUR 80 billion R&D spending each year. With the High-Tech Strategy 2025, Germany aims to increase public and private R&D spending to 3.5 percent of gross domestic product by 2025. The HTS 2025 demonstrates how Germany can use research and innovation to shape its future as well as provide orientation for all of the players involved in innovation. The initiative combines the resources of all government ministries, setting billions of euros aside annually for the development of cutting-edge technologies (R&D projects can also count on generous financial support in the form of R&D grants).

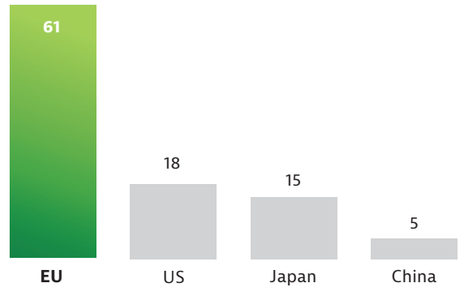
Automotive Industry Clusters
The decentralized nature of the automotive industry has spurred the development of strong R&D business networks. Non-university research institutes, universities and companies work together in numerous industry and research clusters. By connecting individual competencies, major R&D clusters in the automotive industry can be identified. These clusters have gained international recognition by integrating industry, science and education in automotive-related areas including mechatronics, microelectronics, mechanical engineering, manufacturing processes, and material sciences. This has helped the industry to secure an internationally leading position in a number of technology fields and secured its status as the international benchmark.

International Research Partners
Industrial R&D activities in Germany benefit from a broad innovation landscape which is home to a diverse array of potential research cooperation partners. Germany also offers research cooperation opportunities with the more than 250 institutes of the four large research organizations: Fraunhofer-Gesellschaft, Max Planck Society, Helmholtz Association, and Leibniz Association. Their more than 70,000 researchers are globally acknowledged experts in applied and basic sciences and economically successful. The Fraunhofer Institute for Communication Systems ESK, in particular, is developing state-of-the-art vehicle information and communication technologies (ICT). Main competencies lie in the fields of automotive networks, infotainment and driver assistance, and model-driven software.

Digital Hub Initiative
The Federal Ministry for Economic Affairs and Climate Action's "Digital Hub Initiative" brings together SMEs, start-ups and large concerns alike to promote digital innovation in Germany. The twelve nationwide hubs allow entrepreneurs to develop digital solutions with innovation start-up and science partners in their respective industry sectors.

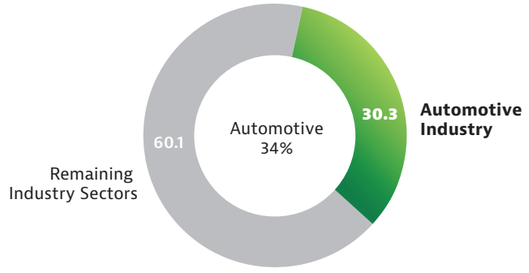
Digital Hub Mobility Munich
The Digital Hub Mobility is part of the nationwide Digital Hub Initiative. The Digital Hub Mobility Munich works together with mobility and tech companies, local authorities, start-ups and science networks to develop new digital products and mobility innovations. Located at UnternehmerTUM, Europe's biggest start-up and innovation center, the hub allows members to tap into its peerless mobility ecosystem of over 100 business and industry partners. The hub also enjoys the support of the Bavarian Ministry of Economic Affairs, Energy and Technology, works with chairs of the Technical University of Munich and provides access to Bayern Innovativ digital infrastructure.

Top Global Automotive R&D Investment by Country and Region 2023
in percent



Source: EU Industrial R&D Investment Scoreboard 2024

Industry R&D Investment 2023
in EUR billion



Automotive R&D sector expenditure accounts for more than 34% of total industrial R&D spending

German OEMs will invest over EUR 220 billion in e-mobility and digitalization R&D during the period 2022 to 2026 – more than EUR 44 billion annually

Around 158,000 highly skilled engineers work on automotive-related R&D topics in Germany

Sources: VDA 2022; Stifterverband 2025

Europe's Most Attractive Automotive Location

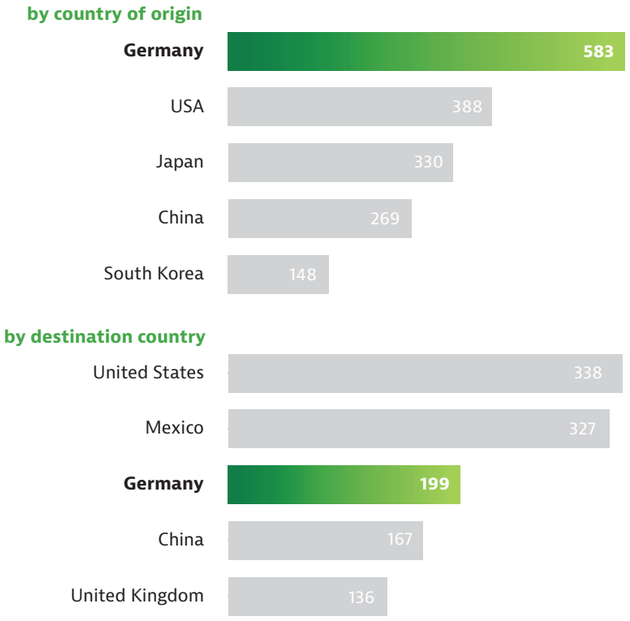
Germany remains an internationally competitive and stable auto hub as it emerges from a Coronavirus-enforced production lockdown. The crisis could also see carmakers introduce new efficiencies as they switch their focus to a new age of electric vehicle production.

A recent Ernst & Young study concludes that German-based automotive hubs record the highest product quality levels – 88 percent of those surveyed consider Germany to be the most competitive hub with the best quality worldwide. Seventy-four percent of respondents also identified Germany as the world's most product automotive hub.

Global Growth Markets
The German automotive industry will perform best in the developing world in the years ahead.

FDI Projects in the Automotive Sector 2019-2023*

total number



*Only greenfield investment projects and expansion projects included.
Source: fDi Markets 2024

At home, the sector will consolidate its leading market position, largely as a result of development and growth in the premium market segment. The European share of value added in the premium vehicle segment will be more pronounced than in other regions, where the segment is comparatively small or irrelevant. China will remain a strong performer in the volume segment, with India also recording a significant increase in demand in the small vehicle segment. The US vehicle market is in upturn mode and one of the most important sales markets for German OEMs. In global comparison, Europe is the most promising automotive investment location in value-added terms.

Manufacturing Location
German companies represent around 10 percent of European manufacturing companies and account for around 32 percent of all passenger vehicle manufacturing and 22 percent of all new registrations in Europe. Increasingly more international companies are placing their faith in Germany as a vital production site location and benefiting from superior productivity rates and the country's excellent business framework of stable labor costs, excellent production standards, and a highly skilled workforce.

Automotive FDI Magnet
Germany attracted EUR 34.8 billion worth of international business projects – including greenfields and expansions but excluding mergers, acquisitions and takeovers – in 2023 according to Germany Trade & Invest's annual FDI study. Collated from data gathered in the 16 federal states, the 2023 findings represent a 37.5 percent increase on 2022 inward investment levels. Germany has been able to further exploit its strong industrial base and highly skilled labor force to attract FDI projects; nowhere more so than in the automotive sector where it ranked as the number one destination in Europe.

Germany is also the world's top automotive source market according to GlobalData's automotive foreign direct investment report. Companies based in the country enjoy more than 20 percent share of total outbound automotive FDI projects.

Financing & Incentives in Germany

Incentives programs in Germany are available through different public funding instruments and for different funding purposes. The individual funding requirements may, for example, result from investment projects, research and development activities, personnel recruitment, working capital needs or other specific purposes.

The different incentives instruments including grants, loans and guarantees are generally available for all funding purposes and can ordinarily be combined; thus matching the different business activity needs at different development stages of the company.

Private Equity Financing
Technologically innovative start-ups in particular have to rely solely on financing through equity such as venture capital (VC). In Germany, appropriate VC partners can be found through the Bundesverband Deutscher Kapitalbeteiligungsgesellschaften e.V. (BVK – "German Private Equity and Venture Capital Association"). Special conferences and events like the Deutsches Eigenkapitalforum ("German Equity Forum") provide another opportunity for young enterprises to come into direct contact with potential VC partners. Public institutions such as development banks (publicly owned and organized banks which exist at the national and state level) and public VC companies may also offer partnership programs at this development stage.

Investment Project Financing by Bank Loans
Debt financing is a central financing resource and the classic supplement to equity financing in Germany. It is available to companies with a continuous cash flow. Loans can be provided to finance long-term investments, working capital and operational costs (R&D, personnel) and for bridging temporary financial gaps. Besides offers from commercial banks, investors can access publicly subsidized loan programs in Germany. These programs usually offer loans at attractive interest rates in combination with repayment-free start-up years, particularly for small and medium-sized companies. These loans are provided by the federal development bank KfW and also by regional development banks.

Investment and R&D Incentives
When it comes to setting up production and service facilities, investors can count on a number of different public funding programs. These programs complement investment project financing. Most important are cash incentives provided in the form of non-repayable grants applicable to co-finance investment-related expenditures such as new buildings, equipment and machinery. R&D project funding is made available through a number of different incentives programs targeted at reducing the operating costs of R&D projects. Programs operate at the regional, national, and European level and are wholly independent from investment incentives. At the national level, all R&D project funding has been concentrated in the High-Tech-Strategy to push the development of cutting-edge technologies. Substantial annual funding budgets are available for diverse R&D projects.

Labor-related Incentives
After the location-based investment has been initiated or realized, companies can receive further subsidies for building up a workforce or the implementation of R&D projects. Labor-related incentives play a significant role in reducing the operational costs incurred by new businesses. The range of programs offered can be classified into three main groups: programs focusing on recruitment support, training support, and wage subsidies respectively. Labor-related incentives play a significant role in reducing the operational costs incurred by new businesses.

Please visit our website for more incentives information: www.gtai.com/incentives

Incentives in Germany

Funding purposes				
Investments	Working Capital	Research & Development	Specific Purposes	Personnel

Financing supported by any of thefollowing public funding instruments (combinations of instruments usually possible)

Public funding instruments				
Grants	Loans	Guarantees	Equity Capital	Mezzanine Capital

SUCCESS STORY

Best Practice Example: NIO GmbH

Germany Trade & Invest provides a range of inward investment services to international investors. After careful consultation with the individual investor, a support program of consultancy and information services is drawn up to help set the stage for investment success. Chinese electric vehicle start-up NIO Group established its global design center in Munich in 2015. It is here in Bavaria that the premium vehicle provider designs its autonomous and electric vehicles including its EP9 model – currently the fastest e-sports car in the world according to the company. The group has invested EUR 80 million in its NIO GmbH German subsidiary operation to date.

"For research and development, particularly in the automotive industry, Germany is the best location in the world. The country offers top talent and excellent infrastructure. Hardware, industrial infrastructure, the right suppliers: They are all here."

Hui Zhang
Managing Director, NIO Germany GmbH

Company Information
Founded in Shanghai in 2014, NIO is a global start- up that produces high-performance premium electric and autonomous vehicles. NIO investors include Baidu, Lenovo, Tencent, and Sequoia Capital. Demand for battery electric vehicles (BEVs) is growing in China, with Chinese consumers purchasing more than 200,000 BEVs in the first two quarters of 2018. This is best reflected in the increased competition in the premium BEV segment. NIO also currently operates a number of "NIO Houses" – including charge points, workspaces, lecture theatres, and childcare services. The company also foresees the opening of NIO Houses in a number of major world cities, thereby providing customers with international access to services provided. NIO is seeking to grow its number of sales and service outlets (NIO House and NIO Space) to around 200 by the end of 2020. In 2018 the company went public on the New York Stock Exchange as part of its plans to scale up its activities in order consolidate its position in the competitive Chinese market.

Project Information
NIO established its first international operations outside China in Munich in 2015 – just six months after parent group formation. The Munich site serves the dual function of being both the Group's global design center and its vehicle design center. NIO's positioning as a pioneer in the delivery of premium in-car services to create a "mobile living space" is central to the company's ambitious plans to increase its footprint in China's competitive BEV market. Additional services include mobile charging, battery swap, and 24-hour pick-up and drop-off options that make up the USD 2.6 billion in-car services market forecast by NIO for connected and autonomous vehicles. Around EUR 80 million has been invested in the group's global design center in Munich to date.

Location Factors
Germany's longstanding reputation as global auto industry leader and home of the best automotive R&D location in the world was pivotal to NIO's decision to locate its global design center in Munich. This, and access to Bavaria's thriving automotive industry and attendant infrastructure – as well as a highly qualified pool of international labor – proved the decisive factors in the decision to locate to Germany. Innovation in the field of autonomous technology is key to the company's long-term plans to differentiate itself from other BEV manufacturers, with the company holding more than 1,200 battery swapping patents and having contributed to 17 national industry standards for battery swaps. NIO's Chinese name ("Weilai"), means "Blue Sky Coming" and represents the group's commitment to establishing BEVs as the natural vehicle lifestyle choice for a more sustainable future – one being driven by innovation forged in Germany.

OUR SERVICES

Germany Trade & Invest Helps You

Germany Trade & Invest's teams of industry experts will assist you in setting up your operations in Germany. We support your project management activities from the earliest stages of your expansion strategy.

We provide you with all of the industry information you need – covering everything from key markets and related supply and application sectors to the R&D landscape. International companies profit from our experience in identifying the business locations that best meet their specific investment criteria. We help turn your requirements into concrete investment site proposals; providing consulting services to ensure you make the right location decision. We coordinate site visits, meetings with potential partners, universities, and other institutes active in the industry.

Our team of consultants is at hand to provide you with the relevant background information on Germany's tax and legal system, industry regulations, and the domestic labor market. Germany Trade & Invest's experts help you create the appropriate financial package for your investment and put you in contact with suitable financial partners. Our incentives specialists provide you with detailed information about available incentives, support you with the application process, and arrange contacts with local economic development corporations.

All of our investor-related services are treated with the utmost confidentiality and provided free of charge.

Our support services for your investment project

Strategy	Evaluation	Decision & Investment
Project management assistance		
Business opportunity analysis and market research	Market entry strategy support	Project partner identification and contact	Joint project management with regional development agency	Coordination and support of negotiations with local authorities
Location consulting/Site evaluation		
Identification of project-specific location factors	Cost factor analysis	Site preselection	Site visit organization	Final site decision support
Support services		
Facts on incorporation	Market intelligence and statistics	Financing & incentives consultancy	Tax and Legal information	Contact to financial partners

Our Expertise Network

Germany Trade & Invest (GTAI) provides direct access to all of the relevant actors in the German economy. As the hub for a far-reaching network at both home and abroad, GTAI maintains close relations with a number of partners important to international investors setting up business in Germany. These include all federal government ministries and the leading associations of the German economy including the Federation of the German Industry (BDI) and the Association of the German Chambers of Industry and Commerce (DIHK). As well as this, GTAI also maintains close ties to important trade and industry associations including the Verband der Automobilindustrie (VDA – "German Association of the Automotive Industry"). Our working partnership with the VDA allows prospective investors to benefit from the association's detailed market analyses and industry structure insights. Together with Germany Trade & Invest's business support services, companies who locate to Germany can do so knowing that the VDA is promoting the interests of the automotive industry both domestically and internationally.

VDA | Verband der Automobilindustrie

The German Association of the Automotive Industry (VDA) nationally and internationally promotes the interests of the entire German automotive industry in all fields of the motor transport sector, for example in international trade and economic, transport and environmental policy, technical legislation, standardizing and quality assurance. To an equal extent, VDA promotes services in standardization, research and quality. It organizes the world's largest trade fair for mobility, the IAA (International Motor Show), as well as other congresses and it regularly publishes on all automotive topics.

The members of the association are companies that operate a plant in the Federal Republic of Germany for the industrial production of motor vehicles and their engines, trailers, special bodies and containers as well as vehicle parts and accessories. The VDA consists of about 600 member companies, who have come together to research and produce clean and safe automobility for the future. In the country that is known for its successful invention of both automobiles and trucks, the VDA represents the automotive manufactures and supply companies to ensure the continued competitive utilization of their experience and skills. The cooperation between manufactures and suppliers in the VDA is unique in the world of motoring.

Since 1946, the VDA has lobbied nationally and internationally for the creation of the best possible automobility. Our goals are safety, quality and sustainability at the highest technical level. As the representative of the key industry in the German economy, the VDA is responsible for more than 750 thousand jobs in Germany and leads a lively dialogue with the industry, the public, politicians, and customers.

From 2021 onward, the IAA (International Motor Show), one of the biggest automotive trade shows in the world, will be held in Munich.

The office of the association is situated in Berlin. The VDA also has an office in Brussels as well as a location of the VDA China (QMC) in Beijing.

Contact
Verband der Automobilindustrie e. V. (VDA)
Behrenstr. 35
10117 Berlin
Germany

T. +49 (0)30 897 842-0
F. +49 (0)30 897 842-600
info@vda.de
www.vda.de

Investor Consulting

Stefan Di Bitonto is the senior manager for automotive technologies in Germany Trade & Invest's Mechanical & Electronics Technologies team. An acknowledged industry expert, Stefan has successfully accompanied numerous investment projects from North America, Asia and Europe.

Christoph Mester is the manager responsible for transportation technologies at Germany Trade & Invest. A passionate advocate for future mobility, Christoph supervises large-scale projects along the entire value chain with clients from America, Asia and Europe. Prior to joining GTAI in 2020, he worked as a guest lecturer in economics at Hochschule Osnabrück.

For questions on how to establish your business in Germany please contact Stefan Di Bitonto at **stefan.dibitonto@gtai.de** and Christoph Mester at **christoph.mester@gtai.de**

For more information about the automotive industry in Germany, please visit our website: **www.gtai.de/automotive**

Contact us at our headquarters in Berlin:
Germany Trade & Invest
Friedrichstraße 60
10117 Berlin
Germany
T +49 30 200 099-555

Imprint

Publisher
Germany Trade and Invest
Gesellschaft für Außenwirtschaft
und Standortmarketing mbH
Friedrichstraße 60
10117 Berlin
Germany

Executive Board
Julia Braune, CEO
Dr. Robert Hermann, COO

Editor
William MacDougall, GTAI

Layout
Danielle Röbbenack, GTAI

Print
Kern GmbH, 66450 Bexbach
www.kerndruck.de

Picture Credits
Cover: Adobe Stock/metamorworks
Page 15: GTAI, GTAI/Anke Illing

Notes
All rights reserved ©Germany Trade & Invest, May 2025

Reproduction, in whole or in part, only permissible with express prior authorization. All market data provided is based on the most current market information available at the time of publication. Germany Trade & Invest accepts no liability for the actuality, accuracy, or completeness of the information provided.

Order Number
21463

Supported by:

Federal Ministry
for Economic Affairs
and Climate Action

on the basis of a decision
by the German Bundestag

About Us

Germany Trade & Invest (GTAI) is the economic development agency of the Federal Republic of Germany. The company helps create and secure extra employment opportunities, strengthening Germany as a business location. With more than 50 offices in Germany and abroad and its network of partners throughout the world, GTAI supports German companies setting up in foreign markets, promotes Germany as a business location and assists foreign companies setting up in Germany. All investment services and related publications are free of charge.

Germany Trade & Invest
Headquarters
Friedrichstraße 60
10117 Berlin
Germany
T +49 30 200 099-0
invest@gtai.de
www.gtai.de

Germany Trade & Invest
Bonn Office
Villemombler Straße 76
53123 Bonn
Germany
T +49 228 249 93-0
info@gtai.de
www.gtai.de