

Januar - Juli 2024
janvier - juillet 2024

Stichtag / date de référence: 31.07.2024/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %		
	Jul. 2024	Jul. 2023		Jul. 2024	Jul. 2023	+/- %	Kum. 2024	Kum. 2023		Kum. 2024	Kum. 2023	+/- %
Aiways	0.0	0.0		4	3	33.3	0.0	0.0		53	28	89.3
Alfa Romeo	0.3	0.7		48	131	-63.4	0.4	0.7		512	928	-44.8
Alpine	0.1	0.0		10	9	11.1	0.1	0.0		78	70	11.4
Aston Martin	0.1	0.1		12	16	-25.0	0.1	0.1		122	91	34.1
Audi	8.4	8.1		1'555	1'510	3.0	6.9	8.2		9'697	11'698	-17.1
BMW	8.3	7.8		1'534	1'457	5.3	9.3	8.1		13'033	11'499	13.3
BMW Alpina	0.0	0.0		2	3	-33.3	0.0	0.0		41	43	-4.7
Cadillac	0.0	0.0		8	2	300.0	0.0	0.0		67	46	45.7
Citroën	1.2	0.8		213	149	43.0	1.2	1.1		1'716	1'564	9.7
Dacia	3.0	2.1		545	385	41.6	3.3	3.0		4'563	4'318	5.7
DS Automobiles	0.1	0.2		14	33	-57.6	0.1	0.3		182	381	-52.2
Fiat	1.3	1.5		238	285	-16.5	1.6	1.6		2'299	2'317	-0.8
Ford	3.4	3.8		626	707	-11.5	3.2	4.3		4'522	6'067	-25.5
Genesis	0.1	0.4		22	75	-70.7	0.1	0.3		189	416	-54.6
Honda	1.2	1.0		212	194	9.3	1.4	0.8		1'979	1'204	64.4
Hyundai	4.2	3.7		766	694	10.4	3.5	3.3		4'941	4'762	3.8
Jaguar	0.1	0.2		15	29	-48.3	0.1	0.2		187	236	-20.8
Jeep	1.0	1.0		189	188	0.5	0.5	1.0		724	1'385	-47.7
KGM / SsangYong	0.2	0.1		40	11	263.6	0.2	0.1		314	145	116.6
Kia	2.1	2.3		393	437	-10.1	2.7	2.6		3'788	3'735	1.4
Land Rover	1.2	0.9		226	161	40.4	1.1	0.8		1'574	1'142	37.8
Lexus	0.5	0.5		88	86	2.3	0.4	0.3		568	415	36.9
Maserati	0.3	0.4		50	71	-29.6	0.2	0.3		231	383	-39.7
Mazda	1.6	1.3		294	243	21.0	1.9	1.8		2'647	2'544	4.0
Mercedes-Benz	8.8	6.9		1'624	1'278	27.1	8.1	8.1		11'246	11'513	-2.3
MG	0.7	-		126	-	-	0.1	-		185	-	-
Mini	1.0	1.5		192	284	-32.4	1.3	1.6		1'804	2'311	-21.9
Mitsubishi	1.0	0.8		177	141	25.5	1.1	0.8		1'554	1'084	43.4
Nissan	0.6	1.1		113	210	-46.2	1.1	1.3		1'605	1'791	-10.4
Opel	1.6	1.3		300	245	22.4	1.5	1.6		2'160	2'240	-3.6
Peugeot	2.7	2.7		494	496	-0.4	2.1	2.3		2'970	3'211	-7.5
Polestar	0.4	0.6		71	109	-34.9	0.2	0.3		266	484	-45.0
Porsche	2.0	2.2		368	412	-10.7	2.5	2.1		3'513	2'955	18.9
Renault	3.9	3.3		721	612	17.8	3.6	3.5		5'041	4'932	2.2
Seat / Cupra	4.2	5.0		770	938	-17.9	4.0	4.9		5'549	7'037	-21.1
Škoda	7.8	8.9		1'446	1'659	-12.8	8.8	8.6		12'248	12'265	-0.1
Smart	0.3	0.2		56	42	33.3	0.4	0.1		522	184	183.7
Subaru	0.9	0.5		162	99	63.6	0.7	0.7		909	948	-4.1
Suzuki	1.8	1.3		326	250	30.4	1.9	1.8		2'673	2'587	3.3
Tesla	2.0	2.4		368	453	-18.8	4.0	3.4		5'565	4'783	16.3
Toyota	5.5	6.3		1'013	1'165	-13.0	5.5	5.5		7'705	7'854	-1.9
Volkswagen	10.9	13.1		2'001	2'434	-17.8	9.7	10.7		13'541	15'285	-11.4
Volvo	4.6	4.0		855	735	16.3	3.9	3.2		5'492	4'503	22.0
Diverse Marken	0.8	0.8		143	158	-9.5	0.8	0.7		1'073	967	11.0
Total	100.0	100.0		18'430	18'599	-0.9	100.0	100.0		139'648	142'351	-1.9
4 x 4	50.0	51.1		9'210	9'512	-3.2	52.0	50.5		72'597	71'829	1.1
Benzin	28.5	33.9		5'252	6'301	-16.6	31.3	35.4		43'652	50'382	-13.4
Diesel	10.2	10.7		1'877	1'981	-5.2	10.1	9.7		14'098	13'846	1.8
Hybrid HEV + MHEV	34.3	26.3		6'313	4'887	29.2	32.1	27.3		44'879	38'839	15.6
Plug-In PHEV* + REX	8.4	9.6		1'553	1'777	-12.6	8.7	8.7		12'183	12'410	-1.8
Elektrisch/BEV	18.6	19.6		3'434	3'649	-5.9	17.8	18.8		24'821	26'813	-7.4
CNG	-	0.0		-	2	-100.0	0.0	0.0		4	36	-88.9
Wasserstoff/Elektrisch	0.0	0.0		1	2	-50.0	0.0	0.0		9	23	-60.9
Diverse	-	-		-	-	-	0.0	0.0		2	2	-
Summe Übrige	61.3	55.5		11'301	10'317	9.5	58.6	54.9		81'898	78'123	4.8

PHEV* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe
Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 02.08.2024