

Januar - Februar 2025
janvier - février 2025

Stichtag / date de référence: 28.02.2025/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			+/- %
	Feb. 2025	Feb. 2024	Feb. 2025	Feb. 2024	+/- %	Kum. 2025	Kum. 2024	Kum. 2025	Kum. 2024	
Alfa Romeo	0.5	0.5	86	98	-12.2	0.5	0.5	153	177	-13.6
Alpine	0.1	0.0	20	3	566.7	0.1	0.0	38	9	322.2
Aston Martin	0.1	0.1	13	12	8.3	0.1	0.1	30	19	57.9
Audi	7.6	5.9	1'227	1'084	13.2	7.3	6.4	2'273	2'163	5.1
BMW	8.9	8.4	1'447	1'564	-7.5	10.2	9.2	3'171	3'093	2.5
BMW Alpina	0.0	0.0	6	5	20.0	0.0	0.0	10	10	-
Cadillac	0.0	0.0	7	3	133.3	0.0	0.0	14	6	133.3
Citroën	0.9	1.0	151	186	-18.8	1.1	1.4	340	464	-26.7
Dacia	3.9	4.7	627	866	-27.6	3.7	3.9	1'158	1'320	-12.3
DS Automobiles	0.1	0.1	18	27	-33.3	0.1	0.2	43	56	-23.2
Fiat	0.5	3.1	86	568	-84.9	0.5	2.5	166	835	-80.1
Ford	3.1	3.7	501	681	-26.4	3.2	3.7	982	1'262	-22.2
Genesis	0.1	0.1	15	17	-11.8	0.1	0.2	31	68	-54.4
Honda	1.0	1.2	164	223	-26.5	0.9	1.4	276	475	-41.9
Hyundai	4.7	3.8	767	700	9.6	4.6	3.2	1'418	1'091	30.0
Jaguar	0.1	0.1	17	13	30.8	0.1	0.1	38	37	2.7
Jeep	0.4	0.7	72	128	-43.8	0.4	0.8	139	276	-49.6
KGM / SsangYong	0.1	0.2	16	42	-61.9	0.1	0.2	36	82	-56.1
Kia	3.3	2.7	527	507	3.9	3.2	2.6	982	894	9.8
Land Rover	1.0	1.1	168	202	-16.8	1.1	1.1	335	355	-5.6
Leapmotor	0.3	-	44	-	-	0.3	-	86	-	-
Lexus	0.4	0.2	70	46	52.2	0.4	0.3	116	105	10.5
Maserati	0.0	0.1	8	18	-55.6	0.0	0.1	14	45	-68.9
Mazda	1.5	1.5	250	286	-12.6	1.6	1.6	500	531	-5.8
Mercedes-Benz	7.2	6.9	1'174	1'269	-7.5	7.3	7.0	2'275	2'359	-3.6
MG	0.9	-	150	-	-	0.8	-	259	-	-
Mini	1.9	1.6	304	298	2.0	1.6	1.4	495	475	4.2
Mitsubishi	0.6	1.6	95	291	-67.4	0.5	1.4	168	479	-64.9
Nissan	2.9	0.9	475	159	198.7	2.0	0.7	606	244	148.4
Opel	1.2	1.2	189	215	-12.1	1.3	2.1	414	693	-40.3
Peugeot	2.4	2.6	397	475	-16.4	2.8	2.7	869	926	-6.2
Polestar	0.6	0.1	92	20	360.0	0.5	0.2	141	51	176.5
Porsche	2.1	2.5	346	465	-25.6	2.6	2.8	814	958	-15.0
Renault	5.1	3.6	820	676	21.3	4.4	3.1	1'355	1'040	30.3
Seat / Cupra	3.9	4.3	629	795	-20.9	4.3	3.7	1'327	1'241	6.9
Škoda	9.4	8.3	1'525	1'533	-0.5	9.2	9.0	2'866	3'036	-5.6
Smart	0.3	0.4	41	75	-45.3	0.3	0.5	100	155	-35.5
Subaru	0.7	0.4	106	78	35.9	0.6	0.7	172	231	-25.5
Suzuki	1.9	1.5	314	286	9.8	1.7	1.5	531	518	2.5
Tesla	2.1	5.4	335	1'003	-66.6	1.9	3.9	575	1'330	-56.8
Toyota	4.9	6.7	793	1'241	-36.1	5.1	6.3	1'587	2'132	-25.6
Volkswagen	8.9	8.2	1'443	1'513	-4.6	9.0	8.4	2'795	2'826	-1.1
Volvo	3.4	3.6	556	672	-17.3	3.5	4.0	1'077	1'361	-20.9
Diverse Marken	0.7	1.0	121	178	-32.0	0.7	1.0	225	329	-31.6
Total	100.0	100.0	16'212	18'521	-12.5	100.0	100.0	31'000	33'757	-8.2
4 x 4	49.9	51.5	8'097	9'537	-15.1	50.6	52.1	15'676	17'578	-10.8
Benzin	25.1	32.2	4'071	5'959	-31.7	25.5	32.4	7'893	10'924	-27.7
Diesel	7.9	9.3	1'274	1'731	-26.4	8.0	10.2	2'495	3'429	-27.2
Hybrid HEV + MHEV	37.0	31.2	6'000	5'780	3.8	37.0	30.8	11'478	10'400	10.4
Plug-In PHEV* + REX	9.0	9.5	1'462	1'753	-16.6	9.1	9.9	2'817	3'335	-15.5
Elektrisch/BEV	21.0	17.8	3'402	3'295	3.2	20.4	16.8	6'312	5'659	11.5
CNG	-	0.0	-	2	-100.0	-	0.0	-	3	-100.0
Wasserstoff/Elektrisch	0.0	0.0	1	1	-	0.0	0.0	2	7	-71.4
Diverse	0.0	-	2	-	-	0.0	-	3	-	-
Summe Übrige	67.0	58.5	10'867	10'831	0.3	66.5	57.5	20'612	19'404	6.2

PHEV* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe
Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 02.03.2025