

Januar 2025
janvier 2025

Stichtag / date de référence: 31.01.2025/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %					
	Jan. 2025	Jan. 2024		Jan. 2025	Jan. 2024	+/- %	Kum. 2025	Kum. 2024		Kum. 2025	Kum. 2024	+/- %
Alfa Romeo	0.5	0.5	67	79	-15.2		0.5	0.5	67	79	-15.2	
Alpine	0.1	0.0	18	6	200.0		0.1	0.0	18	6	200.0	
Aston Martin	0.1	0.0	17	7	142.9		0.1	0.0	17	7	142.9	
Audi	7.1	7.1	1'046	1'079	-3.1		7.1	7.1	1'046	1'079	-3.1	
BMW	11.7	10.0	1'724	1'529	12.8		11.7	10.0	1'724	1'529	12.8	
BMW Alpina	0.0	0.0	4	5	-20.0		0.0	0.0	4	5	-20.0	
Cadillac	0.0	0.0	7	3	133.3		0.0	0.0	7	3	133.3	
Citroën	1.3	1.8	189	278	-32.0		1.3	1.8	189	278	-32.0	
Dacia	3.6	3.0	531	454	17.0		3.6	3.0	531	454	17.0	
DS Automobiles	0.2	0.2	25	29	-13.8		0.2	0.2	25	29	-13.8	
Fiat	0.5	1.8	80	267	-70.0		0.5	1.8	80	267	-70.0	
Ford	3.3	3.8	481	581	-17.2		3.3	3.8	481	581	-17.2	
Genesis	0.1	0.3	16	51	-68.6		0.1	0.3	16	51	-68.6	
Honda	0.8	1.7	112	252	-55.6		0.8	1.7	112	252	-55.6	
Hyundai	4.4	2.6	651	391	66.5		4.4	2.6	651	391	66.5	
Jaguar	0.1	0.2	21	24	-12.5		0.1	0.2	21	24	-12.5	
Jeep	0.5	1.0	67	148	-54.7		0.5	1.0	67	148	-54.7	
KGM / SsangYong	0.1	0.3	20	40	-50.0		0.1	0.3	20	40	-50.0	
Kia	3.1	2.5	455	387	17.6		3.1	2.5	455	387	17.6	
Land Rover	1.1	1.0	167	153	9.2		1.1	1.0	167	153	9.2	
Leapmotor	0.3	-	42	-	-		0.3	-	42	-	-	
Lexus	0.3	0.4	46	59	-22.0		0.3	0.4	46	59	-22.0	
Maserati	0.0	0.2	6	27	-77.8		0.0	0.2	6	27	-77.8	
Mazda	1.7	1.6	250	245	2.0		1.7	1.6	250	245	2.0	
Mercedes-Benz	7.4	7.2	1'101	1'090	1.0		7.4	7.2	1'101	1'090	1.0	
MG	0.7	-	109	-	-		0.7	-	109	-	-	
Mini	1.3	1.2	191	177	7.9		1.3	1.2	191	177	7.9	
Mitsubishi	0.5	1.2	73	188	-61.2		0.5	1.2	73	188	-61.2	
Nissan	0.9	0.6	131	85	54.1		0.9	0.6	131	85	54.1	
Opel	1.5	3.1	225	478	-52.9		1.5	3.1	225	478	-52.9	
Peugeot	3.2	3.0	472	451	4.7		3.2	3.0	472	451	4.7	
Polestar	0.3	0.2	49	31	58.1		0.3	0.2	49	31	58.1	
Porsche	3.2	3.2	468	493	-5.1		3.2	3.2	468	493	-5.1	
Renault	3.6	2.4	535	364	47.0		3.6	2.4	535	364	47.0	
Seat / Cupra	4.7	2.9	698	446	56.5		4.7	2.9	698	446	56.5	
Škoda	9.1	9.9	1'341	1'503	-10.8		9.1	9.9	1'341	1'503	-10.8	
Smart	0.4	0.5	59	80	-26.3		0.4	0.5	59	80	-26.3	
Subaru	0.4	1.0	66	153	-56.9		0.4	1.0	66	153	-56.9	
Suzuki	1.5	1.5	217	232	-6.5		1.5	1.5	217	232	-6.5	
Tesla	1.6	2.1	240	327	-26.6		1.6	2.1	240	327	-26.6	
Toyota	5.4	5.8	794	891	-10.9		5.4	5.8	794	891	-10.9	
Volkswagen	9.1	8.6	1'352	1'313	3.0		9.1	8.6	1'352	1'313	3.0	
Volvo	3.5	4.5	521	689	-24.4		3.5	4.5	521	689	-24.4	
Diverse Marken	0.7	1.0	104	151	-31.1		0.7	1.0	104	151	-31.1	
Total	100.0	100.0	14'788	15'236	-2.9		100.0	100.0	14'788	15'236	-2.9	
4 x 4	51.3	52.8	7'579	8'041	-5.7		51.3	52.8	7'579	8'041	-5.7	
Benzin	25.8	32.6	3'822	4'965	-23.0		25.8	32.6	3'822	4'965	-23.0	
Diesel	8.3	11.1	1'221	1'698	-28.1		8.3	11.1	1'221	1'698	-28.1	
Hybrid HEV + MHEV	37.0	30.3	5'478	4'620	18.6		37.0	30.3	5'478	4'620	18.6	
Plug-In PHEV* + REX	9.2	10.4	1'355	1'582	-14.3		9.2	10.4	1'355	1'582	-14.3	
Elektrisch/BEV	19.7	15.5	2'910	2'364	23.1		19.7	15.5	2'910	2'364	23.1	
CNG	-	0.0	-	1	-100.0		-	0.0	-	1	-100.0	
Wasserstoff/Elektrisch	0.0	0.0	1	6	-83.3		0.0	0.0	1	6	-83.3	
Diverse	0.0	-	1	-	-		0.0	-	1	-	-	
Summe Übrige	65.9	56.3	9'745	8'573	13.7		65.9	56.3	9'745	8'573	13.7	

PHEV* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe
Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 03.02.2025