

Januar - Dezember 2024  
janvier - décembre 2024

Stichtag / date de référence: 31.12.2024/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			
	Dez. 2024	Dez. 2023	Dez. 2024	Dez. 2023	+/- %	Kum. 2024	Kum. 2023	Kum. 2024	Kum. 2023	+/- %
Aiways	0.0	0.0	1	1	-	0.0	0.0	63	47	34.0
Alfa Romeo	0.3	0.3	86	87	-1.1	0.4	0.6	859	1'487	-42.2
Alpine	0.1	0.1	26	15	73.3	0.1	0.1	129	129	-
Aston Martin	0.1	0.0	19	9	111.1	0.1	0.1	200	151	32.5
Audi	8.6	7.8	2'187	2'103	4.0	7.5	8.1	17'984	20'313	-11.5
BMW	8.1	9.2	2'042	2'480	-17.7	9.1	8.4	21'809	21'290	2.4
BMW Alpina	0.1	0.0	14	5	180.0	0.0	0.0	78	70	11.4
Cadillac	0.1	0.0	37	11	236.4	0.1	0.0	139	81	71.6
Citroën	0.5	0.9	116	254	-54.3	1.1	1.2	2'604	2'924	-10.9
Dacia	2.3	3.3	583	885	-34.1	3.3	3.2	7'826	7'961	-1.7
DS Automobiles	0.1	0.2	13	43	-69.8	0.1	0.3	280	677	-58.6
Fiat	0.7	2.0	189	538	-64.9	1.4	1.7	3'377	4'302	-21.5
Ford	1.9	3.3	492	900	-45.3	3.1	4.0	7'308	10'029	-27.1
Genesis	0.1	0.3	15	83	-81.9	0.1	0.3	341	717	-52.4
Honda	1.5	0.8	370	221	67.4	1.3	0.9	3'101	2'343	32.4
Hyundai	3.9	2.7	978	734	33.2	3.7	3.4	8'859	8'452	4.8
Jaguar	0.1	0.2	38	44	-13.6	0.1	0.2	327	414	-21.0
Jeep	0.5	0.7	132	189	-30.2	0.6	1.0	1'371	2'427	-43.5
KGM / SsangYong	0.2	0.1	52	30	73.3	0.2	0.1	477	309	54.4
Kia	2.4	2.3	618	625	-1.1	2.8	2.7	6'674	6'859	-2.7
Land Rover	0.9	0.8	217	225	-3.6	1.0	0.8	2'443	1'977	23.6
Lexus	0.4	0.3	94	84	11.9	0.4	0.3	993	856	16.0
Maserati	0.4	0.1	102	24	325.0	0.2	0.2	417	531	-21.5
Mazda	1.6	2.0	408	548	-25.5	1.7	1.8	4'164	4'493	-7.3
Mercedes-Benz	9.9	8.0	2'510	2'157	16.4	8.5	7.9	20'353	19'971	1.9
MG	0.6	-	163	-	-	0.3	-	679	-	-
Mini	1.2	1.2	312	336	-7.1	1.3	1.5	3'073	3'891	-21.0
Mitsubishi	1.2	1.2	314	321	-2.2	1.1	0.9	2'536	2'172	16.8
Nissan	0.7	1.1	181	300	-39.7	1.0	1.2	2'288	2'998	-23.7
Opel	1.0	2.3	263	627	-58.1	1.4	1.9	3'261	4'784	-31.8
Peugeot	1.4	1.4	349	370	-5.7	2.2	2.1	5'188	5'381	-3.6
Polestar	0.3	0.5	84	140	-40.0	0.3	0.4	603	901	-33.1
Porsche	1.0	0.9	261	244	7.0	2.1	1.8	5'042	4'564	10.5
Renault	4.4	3.3	1'121	892	25.7	3.7	3.4	8'845	8'584	3.0
Seat / Cupra	5.1	5.2	1'301	1'412	-7.9	4.1	4.7	9'763	11'958	-18.4
Škoda	7.6	7.9	1'921	2'129	-9.8	8.8	8.4	21'117	21'160	-0.2
Smart	0.3	0.4	72	121	-40.5	0.4	0.3	887	826	7.4
Subaru	1.3	1.1	328	286	14.7	0.7	0.7	1'697	1'849	-8.2
Suzuki	1.9	1.8	471	481	-2.1	1.9	1.7	4'584	4'321	6.1
Tesla	3.5	4.0	892	1'086	-17.9	3.7	3.5	8'930	8'757	2.0
Toyota	5.7	3.6	1'437	976	47.2	5.6	5.3	13'410	13'291	0.9
Volvo	4.9	2.5	1'243	679	83.1	4.0	3.1	9'653	7'827	23.3
Volkswagen	12.2	14.7	3'090	3'960	-22.0	10.0	11.2	24'072	28'350	-15.1
Diverse Marken	0.8	1.1	212	293	-27.6	0.7	0.7	1'731	1'790	-3.3
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>25'354</b>	<b>26'948</b>	<b>-5.9</b>	<b>100.0</b>	<b>100.0</b>	<b>239'535</b>	<b>252'214</b>	<b>-5.0</b>
<b>4 x 4</b>	<b>53.8</b>	<b>53.1</b>	<b>13'642</b>	<b>14'301</b>	<b>-4.6</b>	<b>52.0</b>	<b>51.0</b>	<b>124'568</b>	<b>128'650</b>	<b>-3.2</b>
<b>Benzin</b>	<b>25.0</b>	<b>28.1</b>	<b>6'330</b>	<b>7'580</b>	<b>-16.5</b>	<b>29.0</b>	<b>33.3</b>	<b>69'527</b>	<b>83'866</b>	<b>-17.1</b>
<b>Diesel</b>	<b>8.8</b>	<b>8.4</b>	<b>2'235</b>	<b>2'268</b>	<b>-1.5</b>	<b>9.4</b>	<b>9.3</b>	<b>22'530</b>	<b>23'499</b>	<b>-4.1</b>
Hybrid HEV + MHEV	35.1	26.3	8'899	7'074	25.8	33.6	27.3	80'513	68'830	17.0
Plug-In PHEV* + REX	8.9	10.3	2'263	2'782	-18.7	8.7	9.2	20'801	23'220	-10.4
Elektrisch/BEV	22.2	26.9	5'624	7'240	-22.3	19.3	20.9	46'141	52'728	-12.5
CNG	-	0.0	-	2	-100.0	0.0	0.0	4	39	-89.7
Wasserstoff/Elektrisch	0.0	0.0	1	1	-	0.0	0.0	12	27	-55.6
Diverse	0.0	0.0	2	1	100.0	0.0	0.0	7	5	40.0
<b>Summe Übrige</b>	<b>66.2</b>	<b>63.5</b>	<b>16'789</b>	<b>17'100</b>	<b>-1.8</b>	<b>61.6</b>	<b>57.4</b>	<b>147'478</b>	<b>144'849</b>	<b>1.8</b>

PHEV\* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 02.01.2025