

Januar - September 2026
janvier - septembre 2026

Stichtag / date de référence: 30.09.2026/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			
	Sep. 2026	Sep. 2025	Sep. 2026	Sep. 2025	+/- %	Kum. 2026	Kum. 2025	Kum. 2026	Kum. 2025	+/- %
Alfa Romeo	0.4	0.6	77	117	-34.2	0.4	0.4	662	739	-10.4
Alpine	0.1	0.1	19	26	-26.9	0.2	0.2	280	277	1.1
Aston Martin	0.1	0.1	13	17	-23.5	0.1	0.1	141	119	18.5
Audi	6.4	7.5	1'395	1'494	-6.6	6.7	7.4	11'553	12'449	-7.2
BMW	6.5	7.5	1'422	1'505	-5.5	8.0	9.3	13'886	15'787	-12.0
BMW Alpina	0.0	0.0	2	10	-80.0	0.0	0.0	40	54	-25.9
BYD	3.3	0.9	715	188	280.3	2.6	0.3	4'568	517	783.6
Cadillac	0.0	0.1	4	14	-71.4	0.0	0.0	28	57	-50.9
Citroën	1.1	1.4	234	288	-18.8	1.3	1.1	2'284	1'908	19.7
Dacia	3.0	3.5	656	710	-7.6	3.2	3.7	5'536	6'236	-11.2
Denza	0.0	-	1	-	-	0.0	-	10	-	-
DS Automobiles	0.2	0.1	34	14	142.9	0.1	0.1	220	161	36.6
Fiat	1.1	0.7	246	131	87.8	1.0	0.6	1'687	1'048	61.0
Ford	1.5	2.1	340	422	-19.4	2.1	2.6	3'575	4'434	-19.4
Genesis	0.0	0.1	10	18	-44.4	0.1	0.1	156	216	-27.8
Honda	0.9	1.0	207	208	-0.5	1.2	1.1	2'000	1'828	9.4
Hyundai	2.4	3.5	528	700	-24.6	3.0	4.0	5'132	6'680	-23.2
Jaguar	-	0.0	-	10	-100.0	0.0	0.1	2	155	-98.7
Jeep	0.5	0.8	107	170	-37.1	0.5	0.6	892	953	-6.4
KGM / SsangYong	0.3	0.2	58	50	16.0	0.2	0.2	405	342	18.4
Kia	2.5	3.1	545	628	-13.2	2.6	2.9	4'562	4'824	-5.4
Land Rover	0.8	0.5	177	92	92.4	0.9	0.9	1'634	1'551	5.4
Leapmotor	1.5	0.4	331	82	303.7	0.9	0.3	1'607	495	224.6
Lexus	0.3	0.2	66	40	65.0	0.3	0.3	554	560	-1.1
Maserati	0.1	0.1	14	15	-6.7	0.1	0.1	143	149	-4.0
Mazda	1.3	1.0	288	209	37.8	1.5	1.3	2'538	2'235	13.6
Mercedes-Benz	9.7	9.5	2'118	1'894	11.8	8.2	8.1	14'207	13'757	3.3
MG	2.2	2.2	485	433	12.0	2.0	1.4	3'458	2'354	46.9
Mini	1.3	1.1	289	227	27.3	1.4	1.8	2'488	3'010	-17.3
Mitsubishi	0.3	0.8	63	167	-62.3	0.5	0.7	830	1'194	-30.5
Nissan	0.5	0.3	103	64	60.9	0.6	1.2	992	2'101	-52.8
Opel	1.1	1.7	252	348	-27.6	1.5	1.5	2'616	2'557	2.3
Peugeot	2.5	2.0	538	401	34.2	2.2	2.3	3'772	3'947	-4.4
Polestar	0.7	0.5	151	93	62.4	0.5	0.5	891	828	7.6
Porsche	1.1	1.6	244	320	-23.8	1.8	2.1	3'177	3'558	-10.7
Renault	3.8	3.1	827	620	33.4	3.6	4.0	6'239	6'806	-8.3
Seat / Cupra	3.9	4.0	859	811	5.9	3.8	4.2	6'605	7'156	-7.7
Škoda	8.2	9.4	1'806	1'889	-4.4	9.3	9.1	16'059	15'438	4.0
Subaru	0.4	0.7	88	144	-38.9	0.6	0.5	960	928	3.4
Suzuki	1.2	1.4	270	271	-0.4	1.6	1.6	2'693	2'682	0.4
Tesla	8.9	5.0	1'950	1'003	94.4	3.1	2.7	5'317	4'508	17.9
Toyota	5.6	5.4	1'240	1'072	15.7	5.8	5.1	9'991	8'584	16.4
Volkswagen	8.7	10.7	1'903	2'152	-11.6	10.9	10.5	18'926	17'688	7.0
Volvo	3.5	3.8	759	759	-	3.8	3.6	6'511	6'030	8.0
Zeekr	0.7	0.0	146	7	1'985.7	0.6	0.0	1'002	24	4'075.0
Diverse Marken	1.7	1.0	368	196	87.8	1.6	1.2	2'708	2'003	35.2
Total	100.0	100.0	21'948	20'029	9.6	100.0	100.0	173'537	168'927	2.7
4 x 4	55.1	50.6	12'084	10'132	19.3	52.8	50.2	91'700	84'739	8.2
Benzin	16.7	21.8	3'673	4'369	-15.9	20.1	24.4	34'875	41'275	-15.5
Diesel	4.1	5.6	905	1'121	-19.3	5.3	7.2	9'283	12'170	-23.7
Hybrid HEV + MHEV	31.9	33.9	7'007	6'790	3.2	36.1	36.2	62'608	61'193	2.3
Plug-In PHEV* + REX	11.5	12.8	2'529	2'568	-1.5	12.3	11.0	21'301	18'555	14.8
Elektrisch/BEV	35.7	25.9	7'833	5'182	51.2	26.2	21.1	45'464	35'725	27.3
CNG	-	-0.0	-	-2	-100.0	0.0	-	2	-	-
Wasserstoff/Elektrisch	-	-	-	-	-	0.0	0.0	1	3	-66.7
Diverse	0.0	0.0	1	1	-	0.0	0.0	3	6	-50.0
Summe Übrige	79.1	72.6	17'370	14'539	19.5	74.6	68.4	129'379	115'482	12.0

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.10.2026