

Januar - Juli 2026
janvier - juillet 2026

Stichtag / date de référence: 31.07.2026/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			
	Jul. 2026	Jul. 2025	Jul. 2026	Jul. 2025	+/- %	Kum. 2026	Kum. 2025	Kum. 2026	Kum. 2025	+/- %
Alfa Romeo	0.4	0.5	80	94	-14.9	0.4	0.4	541	555	-2.5
Alpine	0.2	0.2	41	40	2.5	0.2	0.2	218	226	-3.5
Aston Martin	0.1	0.1	19	10	90.0	0.1	0.1	116	96	20.8
Audi	6.0	6.9	1'149	1'356	-15.3	6.9	7.4	9'328	9'795	-4.8
BMW	7.7	8.2	1'459	1'615	-9.7	8.3	9.5	11'192	12'658	-11.6
BMW Alpina	0.0	0.0	4	9	-55.6	0.0	0.0	35	38	-7.9
BYD	3.2	0.4	613	77	696.1	2.5	0.2	3'332	257	1'196.5
Cadillac	0.0	0.0	4	3	33.3	0.0	0.0	19	39	-51.3
Citroën	1.4	1.2	268	227	18.1	1.4	1.0	1'849	1'337	38.3
Dacia	3.2	4.4	615	857	-28.2	3.2	3.7	4'271	4'850	-11.9
DS Automobiles	0.2	0.1	30	15	100.0	0.1	0.1	168	132	27.3
Fiat	1.0	0.7	196	136	44.1	0.9	0.6	1'238	791	56.5
Ford	2.2	2.8	411	542	-24.2	2.1	2.7	2'849	3'590	-20.6
Genesis	0.0	0.1	6	21	-71.4	0.1	0.1	143	178	-19.7
Honda	1.0	1.0	183	201	-9.0	1.2	1.1	1'592	1'444	10.2
Hyundai	3.3	4.2	618	815	-24.2	3.1	4.1	4'166	5'475	-23.9
Jaguar	-	0.1	-	13	-100.0	0.0	0.1	2	134	-98.5
Jeep	0.4	0.9	84	174	-51.7	0.5	0.5	718	670	7.2
KGM / SsangYong	0.2	0.3	37	56	-33.9	0.2	0.2	308	261	18.0
Kia	1.9	2.5	356	489	-27.2	2.5	2.7	3'396	3'640	-6.7
Land Rover	0.8	0.8	149	154	-3.2	1.0	1.0	1'289	1'311	-1.7
Leapmotor	1.2	0.5	220	99	122.2	0.8	0.3	1'074	358	200.0
Lexus	0.6	0.5	117	100	17.0	0.3	0.4	443	466	-4.9
Maserati	0.1	0.1	27	23	17.4	0.1	0.1	117	114	2.6
Mazda	1.2	0.9	223	185	20.5	1.5	1.4	2'006	1'875	7.0
Mercedes-Benz	8.7	8.0	1'643	1'573	4.5	7.9	8.0	10'661	10'617	0.4
MG	1.5	2.1	289	410	-29.5	2.0	1.3	2'657	1'671	59.0
Mini	1.7	1.8	332	352	-5.7	1.5	1.9	2'022	2'524	-19.9
Mitsubishi	0.3	0.6	58	117	-50.4	0.5	0.7	731	897	-18.5
Nissan	0.5	0.3	95	53	79.2	0.6	1.5	840	1'992	-57.8
Opel	1.6	1.7	295	342	-13.7	1.5	1.5	2'096	1'942	7.9
Peugeot	2.5	2.3	475	450	5.6	2.1	2.4	2'840	3'170	-10.4
Polestar	0.4	0.3	79	63	25.4	0.5	0.5	666	666	-
Porsche	2.0	2.0	372	397	-6.3	2.0	2.2	2'679	2'961	-9.5
Renault	2.2	3.5	413	696	-40.7	3.6	4.1	4'919	5'448	-9.7
Seat / Cupra	4.2	3.9	807	759	6.3	3.8	4.3	5'140	5'711	-10.0
Škoda	9.7	9.5	1'838	1'872	-1.8	9.5	9.3	12'854	12'311	4.4
Subaru	0.8	0.4	155	88	76.1	0.6	0.5	786	715	9.9
Suzuki	1.3	1.1	255	213	19.7	1.6	1.7	2'167	2'231	-2.9
Tesla	0.5	2.2	92	426	-78.4	2.4	2.4	3'298	3'229	2.1
Toyota	7.0	5.5	1'329	1'080	23.1	5.5	4.9	7'502	6'474	15.9
Volkswagen	11.8	11.3	2'244	2'213	1.4	11.3	10.3	15'292	13'640	12.1
Volvo	4.1	4.7	772	914	-15.5	3.9	3.6	5'224	4'723	10.6
Zeekr	1.0	0.0	188	5	3'660.0	0.5	0.0	706	7	9'985.7
Diverse Marken	1.9	1.5	354	295	20.0	1.5	1.2	2'052	1'543	33.0
Total	100.0	100.0	18'994	19'629	-3.2	100.0	100.0	135'542	132'762	2.1
4 x 4	54.7	50.4	10'382	9'889	5.0	52.6	50.3	71'244	66'771	6.7
Benzin	18.0	23.9	3'412	4'689	-27.2	21.1	24.9	28'636	33'033	-13.3
Diesel	6.0	7.9	1'138	1'553	-26.7	5.6	7.4	7'624	9'872	-22.8
Hybrid HEV + MHEV	36.6	35.1	6'950	6'897	0.8	36.6	36.6	49'620	48'563	2.2
Plug-In PHEV* + REX	13.7	12.3	2'595	2'406	7.9	12.4	10.5	16'869	13'998	20.5
Elektrisch/BEV	25.8	20.8	4'899	4'083	20.0	24.2	20.6	32'788	27'286	20.2
CNG	-	-	-	-	-	0.0	0.0	2	2	-
Wasserstoff/Elektrisch	-	-	-	-	-	0.0	0.0	1	3	-66.7
Diverse	-	0.0	-	1	-100.0	0.0	0.0	2	5	-60.0
Summe Übrige	76.0	68.2	14'444	13'387	7.9	73.2	67.7	99'282	89'857	10.5

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 03.08.2026