

Januar - November 2025
janvier - novembre 2025

Stichtag / date de référence: 30.11.2025/lc

Marken / marques	Marktanteil % part du marché %					Marktanteil % part du marché %				
	Nov. 2025	Nov. 2024	Nov. 2025	Nov. 2024	+/- %	Kum. 2025	Kum. 2024	Kum. 2025	Kum. 2024	+/- %
Alfa Romeo	0.5	0.4	93	83	12.0	0.5	0.4	933	773	20.7
Alpine	0.2	0.0	34	3	1'033.3	0.2	0.0	327	103	217.5
Aston Martin	0.0	0.1	4	14	-71.4	0.1	0.1	133	181	-26.5
Audi	6.5	8.4	1'282	1'663	-22.9	7.4	7.4	15'215	15'797	-3.7
BMW	7.0	8.9	1'371	1'761	-22.1	9.1	9.2	18'751	19'767	-5.1
BMW Alpina	0.0	0.0	8	6	33.3	0.0	0.0	66	64	3.1
BYD	0.7	0.0	133	3	4'333.3	0.4	0.0	791	37	2'037.8
Cadillac	0.1	0.0	11	2	450.0	0.0	0.0	71	102	-30.4
Citroën	1.9	1.1	377	216	74.5	1.2	1.2	2'521	2'488	1.3
Dacia	4.7	3.9	928	770	20.5	3.8	3.4	7'954	7'243	9.8
DS Automobiles	0.2	0.1	30	15	100.0	0.1	0.1	226	267	-15.4
Fiat	1.1	1.5	219	289	-24.2	0.7	1.5	1'430	3'188	-55.1
Ford	2.4	2.9	471	576	-18.2	2.6	3.2	5'406	6'816	-20.7
Genesis	0.1	0.1	20	23	-13.0	0.1	0.2	259	326	-20.6
Honda	0.9	1.0	181	196	-7.7	1.1	1.3	2'213	2'731	-19.0
Hyundai	4.5	3.6	888	715	24.2	4.0	3.7	8'291	7'881	5.2
Jaguar	0.0	0.1	4	20	-80.0	0.1	0.1	161	289	-44.3
Jeep	0.4	0.4	84	80	5.0	0.6	0.6	1'153	1'239	-6.9
KGM / SsangYong	0.3	0.1	67	28	139.3	0.2	0.2	447	425	5.2
Kia	2.2	2.7	427	529	-19.3	2.8	2.8	5'760	6'056	-4.9
Land Rover	0.4	0.9	82	180	-54.4	0.8	1.0	1'751	2'226	-21.3
Leapmotor	0.8	0.0	151	1	15'000.0	0.4	0.0	759	1	75'800.0
Lexus	0.4	0.4	76	76	-	0.3	0.4	700	899	-22.1
Maserati	0.1	0.1	19	26	-26.9	0.1	0.1	188	315	-40.3
Mazda	1.0	1.8	203	351	-42.2	1.3	1.8	2'612	3'756	-30.5
Mercedes-Benz	8.0	8.1	1'578	1'599	-1.3	8.1	8.3	16'776	17'843	-6.0
MG	2.1	0.5	409	101	305.0	1.5	0.2	3'070	516	495.0
Mini	1.0	1.3	203	262	-22.5	1.6	1.3	3'399	2'761	23.1
Mitsubishi	0.6	0.7	109	132	-17.4	0.7	1.0	1'436	2'222	-35.4
Nissan	0.5	0.5	102	91	12.1	1.1	1.0	2'233	2'107	6.0
Opel	1.4	1.1	277	224	23.7	1.5	1.4	3'141	2'998	4.8
Peugeot	1.9	2.4	376	482	-22.0	2.3	2.3	4'746	4'839	-1.9
Polestar	0.3	0.3	51	59	-13.6	0.5	0.2	955	519	84.0
Porsche	1.1	1.6	213	308	-30.8	2.0	2.2	4'119	4'781	-13.8
Renault	3.7	4.5	734	877	-16.3	4.0	3.6	8'269	7'724	7.1
Seat / Cupra	4.3	4.0	847	794	6.7	4.2	4.0	8'692	8'462	2.7
Škoda	12.4	9.5	2'441	1'880	29.8	9.6	9.0	19'936	19'196	3.9
Subaru	0.3	0.5	68	102	-33.3	0.5	0.6	1'068	1'369	-22.0
Suzuki	1.8	2.0	349	386	-9.6	1.6	1.9	3'344	4'113	-18.7
Tesla	1.2	2.7	242	536	-54.9	2.4	3.8	4'878	8'038	-39.3
Toyota	5.3	5.5	1'047	1'077	-2.8	5.1	5.6	10'546	11'973	-11.9
Volkswagen	12.7	11.1	2'498	2'182	14.5	10.7	9.8	22'240	20'982	6.0
Volvo	3.3	4.1	646	811	-20.3	3.6	3.9	7'465	8'410	-11.2
Diverse Marken	1.3	0.9	262	169	55.0	1.2	1.1	2'562	2'358	8.7
Total	100.0	100.0	19'615	19'698	-0.4	100.0	100.0	206'993	214'181	-3.4
4 x 4	50.4	49.9	9'879	9'833	0.5	50.2	51.8	103'864	110'926	-6.4
Benzin	23.5	25.9	4'613	5'092	-9.4	24.2	29.5	50'193	63'197	-20.6
Diesel	6.3	7.6	1'237	1'499	-17.5	7.0	9.5	14'580	20'295	-28.2
Hybrid HEV + MHEV	34.3	37.0	6'736	7'295	-7.7	35.9	33.4	74'372	71'611	3.9
Plug-In PHEV* + REX	11.5	8.4	2'263	1'660	36.3	11.2	8.7	23'173	18'541	25.0
Elektrisch/BEV	24.3	21.1	4'766	4'151	14.8	21.6	18.9	44'666	40'517	10.2
CNG	-	-	-	-	-	-	0.0	-	4	-100.0
Wasserstoff/Elektrisch	-	0.0	-	1	-100.0	0.0	0.0	4	11	-63.6
Diverse	-	-	-	-	-	0.0	0.0	5	5	-
Summe Übrige	70.2	66.5	13'765	13'107	5.0	68.7	61.0	142'220	130'689	8.8

PHEV* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe
Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.12.2025