

Januar 2026
janvier 2026

Stichtag / date de référence: 31.01.2026/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %		
	Jan. 2026	Jan. 2025		Jan. 2026	Jan. 2025	+/- %	Kum. 2026	Kum. 2025		Kum. 2026	Kum. 2025	+/- %
Alfa Romeo	0.4	0.5	54	67	-19.4		0.4	0.5	54	67	-19.4	
Alpine	0.1	0.1	14	18	-22.2		0.1	0.1	14	18	-22.2	
Aston Martin	0.1	0.1	12	17	-29.4		0.1	0.1	12	17	-29.4	
Audi	6.4	7.1	895	1'046	-14.4		6.4	7.1	895	1'046	-14.4	
BMW	9.8	11.7	1'379	1'724	-20.0		9.8	11.7	1'379	1'724	-20.0	
BMW Alpina	0.0	0.0	5	4	25.0		0.0	0.0	5	4	25.0	
BYD	1.0	0.0	144	7	1'957.1		1.0	0.0	144	7	1'957.1	
Cadillac	0.0	0.0	1	7	-85.7		0.0	0.0	1	7	-85.7	
Citroën	1.8	1.3	252	189	33.3		1.8	1.3	252	189	33.3	
Dacia	3.9	3.6	549	531	3.4		3.9	3.6	549	531	3.4	
DS Automobiles	0.2	0.2	23	25	-8.0		0.2	0.2	23	25	-8.0	
Fiat	1.0	0.5	136	80	70.0		1.0	0.5	136	80	70.0	
Ford	2.5	3.3	345	481	-28.3		2.5	3.3	345	481	-28.3	
Genesis	0.1	0.1	13	16	-18.8		0.1	0.1	13	16	-18.8	
Honda	1.0	0.8	138	112	23.2		1.0	0.8	138	112	23.2	
Hyundai	2.8	4.4	395	651	-39.3		2.8	4.4	395	651	-39.3	
Jaguar	-	0.1	-	21	-100.0		-	0.1	-	21	-100.0	
Jeep	0.4	0.5	60	67	-10.4		0.4	0.5	60	67	-10.4	
KGM / SsangYong	0.1	0.1	20	20	-		0.1	0.1	20	20	-	
Kia	3.6	3.1	500	455	9.9		3.6	3.1	500	455	9.9	
Land Rover	1.2	1.1	173	167	3.6		1.2	1.1	173	167	3.6	
Leapmotor	0.9	0.3	128	42	204.8		0.9	0.3	128	42	204.8	
Lexus	0.4	0.3	56	46	21.7		0.4	0.3	56	46	21.7	
Maserati	0.1	0.0	14	6	133.3		0.1	0.0	14	6	133.3	
Mazda	1.0	1.7	145	250	-42.0		1.0	1.7	145	250	-42.0	
Mercedes-Benz	7.6	7.4	1'069	1'101	-2.9		7.6	7.4	1'069	1'101	-2.9	
MG	1.4	0.7	193	109	77.1		1.4	0.7	193	109	77.1	
Mini	1.3	1.3	187	191	-2.1		1.3	1.3	187	191	-2.1	
Mitsubishi	0.6	0.5	90	73	23.3		0.6	0.5	90	73	23.3	
Nissan	1.0	0.9	144	131	9.9		1.0	0.9	144	131	9.9	
Opel	1.6	1.5	225	225	-		1.6	1.5	225	225	-	
Peugeot	2.6	3.2	371	472	-21.4		2.6	3.2	371	472	-21.4	
Polestar	0.4	0.3	61	49	24.5		0.4	0.3	61	49	24.5	
Porsche	2.9	3.2	403	468	-13.9		2.9	3.2	403	468	-13.9	
Renault	3.8	3.6	537	535	0.4		3.8	3.6	537	535	0.4	
Seat / Cupra	3.3	4.7	458	698	-34.4		3.3	4.7	458	698	-34.4	
Škoda	9.0	9.1	1'268	1'341	-5.4		9.0	9.1	1'268	1'341	-5.4	
Subaru	0.3	0.4	37	66	-43.9		0.3	0.4	37	66	-43.9	
Suzuki	1.6	1.5	228	217	5.1		1.6	1.5	228	217	5.1	
Tesla	0.6	1.6	83	240	-65.4		0.6	1.6	83	240	-65.4	
Toyota	7.0	5.4	985	794	24.1		7.0	5.4	985	794	24.1	
Volkswagen	9.6	9.1	1'348	1'352	-0.3		9.6	9.1	1'348	1'352	-0.3	
Volvo	4.6	3.5	643	521	23.4		4.6	3.5	643	521	23.4	
Diverse Marken	1.8	1.1	246	156	57.7		1.8	1.1	246	156	57.7	
Total	100.0	100.0	14'027	14'788	-5.1		100.0	100.0	14'027	14'788	-5.1	
4 x 4	50.8	51.3	7'124	7'579	-6.0		50.8	51.3	7'124	7'579	-6.0	
Benzin	21.2	25.8	2'975	3'822	-22.2		21.2	25.8	2'975	3'822	-22.2	
Diesel	6.2	8.3	873	1'221	-28.5		6.2	8.3	873	1'221	-28.5	
Hybrid HEV + MHEV	39.6	37.0	5'557	5'478	1.4		39.6	37.0	5'557	5'478	1.4	
Plug-In PHEV* + REX	12.2	9.2	1'709	1'355	26.1		12.2	9.2	1'709	1'355	26.1	
Elektrisch/BEV	20.8	19.7	2'913	2'910	0.1		20.8	19.7	2'913	2'910	0.1	
CNG	-	-	-	-	-		-	-	-	-	-	
Wasserstoff/Elektrisch	-	0.0	-	1	-100.0		-	0.0	-	1	-100.0	
Diverse	-	0.0	-	1	-100.0		-	0.0	-	1	-100.0	
Summe Übrige	72.6	65.9	10'179	9'745	4.5		72.6	65.9	10'179	9'745	4.5	

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 02.02.2026