

Januar - Mai 2026  
janvier - mai 2026

Stichtag / date de référence: 31.05.2026/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %		
	Mai. 2026	Mai. 2025	+/- %	Kum. 2026	Kum. 2025	+/- %
Alfa Romeo	0.4	0.2	61.4	0.4	0.4	-0.5
Alpine	0.1	0.2	-68.1	0.1	0.2	-8.0
Aston Martin	0.1	0.1	-	0.1	0.1	11.1
Audi	7.8	7.1	8.2	7.3	7.5	-3.2
BMW	7.8	9.8	-21.0	8.8	9.9	-10.7
BMW Alpina	0.0	0.0	-60.0	0.0	0.0	-
BYD	2.9	0.3	1'015.4	2.1	0.2	1'287.8
Cadillac	0.0	0.0	-33.3	0.0	0.0	-53.6
Citroën	1.2	0.8	48.1	1.4	1.0	45.9
Dacia	2.2	3.4	-34.4	3.1	3.6	-11.8
DS Automobiles	0.1	0.1	-33.3	0.1	0.1	2.8
Fiat	0.9	0.5	63.0	0.9	0.6	53.7
Ford	1.7	2.6	-35.1	2.1	2.8	-24.9
Genesis	0.1	0.2	-69.2	0.1	0.1	7.6
Honda	1.0	1.6	-35.5	1.1	1.1	-2.5
Hyundai	3.3	4.2	-22.7	3.1	4.3	-28.7
Jaguar	-	0.1	-100.0	0.0	0.1	-97.9
Jeep	0.5	0.3	48.5	0.6	0.4	41.9
KGM / SsangYong	0.2	0.2	-11.9	0.2	0.2	14.6
Kia	2.8	2.8	-1.4	2.7	2.9	-6.7
Land Rover	0.9	1.0	-6.6	1.1	1.1	-1.9
Leapmotor	0.6	0.2	160.9	0.7	0.2	189.9
Lexus	0.2	0.4	-34.7	0.3	0.3	-14.1
Maserati	0.1	0.1	-38.1	0.1	0.1	8.6
Mazda	1.2	1.0	15.3	1.7	1.5	11.0
Mercedes-Benz	8.0	7.8	0.3	7.4	7.7	-4.7
MG	1.6	0.9	70.7	1.9	1.1	73.4
Mini	2.2	2.0	12.2	1.5	1.8	-17.1
Mitsubishi	0.4	0.6	-34.9	0.6	0.7	-10.9
Nissan	0.3	0.2	46.3	0.6	1.9	-67.5
Opel	1.7	1.5	12.8	1.7	1.3	28.6
Peugeot	1.9	2.3	-16.6	2.2	2.4	-11.0
Polestar	0.5	0.7	-18.5	0.5	0.5	-6.8
Porsche	1.7	2.3	-26.5	2.1	2.4	-13.0
Renault	4.9	4.1	18.0	3.9	4.1	-6.0
Seat / Cupra	3.9	5.5	-29.5	3.6	4.4	-19.6
Škoda	10.1	10.0	-0.1	9.9	9.2	7.0
Subaru	0.5	0.7	-18.3	0.5	0.6	-11.3
Suzuki	1.7	1.5	10.7	1.6	1.7	-9.1
Tesla	1.9	2.2	-16.9	1.8	2.1	-15.5
Toyota	5.3	4.9	7.4	5.6	4.9	13.5
Volkswagen	11.4	10.8	5.1	11.1	9.9	12.6
Volvo	3.3	3.3	-0.9	3.6	3.3	10.2
Diverse Marken	2.4	1.4	62.6	1.9	1.1	74.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>-1.1</b>	<b>100.0</b>	<b>100.0</b>	<b>0.0</b>
<b>4 x 4</b>	<b>51.6</b>	<b>49.8</b>	<b>2.5</b>	<b>51.7</b>	<b>50.6</b>	<b>2.1</b>
<b>Benzin</b>	<b>22.6</b>	<b>24.6</b>	<b>-9.1</b>	<b>22.1</b>	<b>25.4</b>	<b>-12.8</b>
<b>Diesel</b>	<b>5.2</b>	<b>6.9</b>	<b>-26.3</b>	<b>5.5</b>	<b>7.5</b>	<b>-26.6</b>
Hybrid HEV + MHEV	34.5	36.0	-5.2	37.1	37.0	0.3
Plug-In PHEV* + REX	11.6	11.5	-0.5	12.1	10.1	20.1
Elektrisch/BEV	26.0	20.9	23.1	23.3	20.1	15.5
CNG	-	-	-	0.0	0.0	-
Wasserstoff/Elektrisch	-	-	-	0.0	0.0	-66.7
Diverse	0.0	-	-	0.0	0.0	-33.3
<b>Summe Übrige</b>	<b>72.2</b>	<b>68.5</b>	<b>4.3</b>	<b>72.4</b>	<b>67.2</b>	<b>7.8</b>

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.06.2026