

Januar - August 2026
janvier - août 2026

Stichtag / date de référence: 31.08.2026/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %		
	Aug. 2026	Aug. 2025		Aug. 2026	Aug. 2025	+/- %	Kum. 2026	Kum. 2025		Kum. 2026	Kum. 2025	+/- %
Alfa Romeo	0.3	0.4	44	67	-34.3		0.4	0.4	585	622	-5.9	
Alpine	0.3	0.2	43	25	72.0		0.2	0.2	261	251	4.0	
Aston Martin	0.1	0.0	12	6	100.0		0.1	0.1	128	102	25.5	
Audi	5.2	7.2	830	1'160	-28.4		6.7	7.4	10'158	10'955	-7.3	
BMW	7.9	10.1	1'272	1'624	-21.7		8.2	9.6	12'464	14'282	-12.7	
BMW Alpina	0.0	0.0	3	6	-50.0		0.0	0.0	38	44	-13.6	
BYD	3.2	0.4	521	72	623.6		2.5	0.2	3'853	329	1'071.1	
Cadillac	0.0	0.0	5	4	25.0		0.0	0.0	24	43	-44.2	
Citroën	1.3	1.8	201	283	-29.0		1.4	1.1	2'050	1'620	26.5	
Dacia	3.8	4.2	609	676	-9.9		3.2	3.7	4'880	5'526	-11.7	
Denza	0.1	-	9	-	-		0.0	-	9	-	-	
DS Automobiles	0.1	0.1	18	15	20.0		0.1	0.1	186	147	26.5	
Fiat	1.3	0.8	203	126	61.1		1.0	0.6	1'441	917	57.1	
Ford	2.4	2.6	386	422	-8.5		2.1	2.7	3'235	4'012	-19.4	
Genesis	0.0	0.1	3	20	-85.0		0.1	0.1	146	198	-26.3	
Honda	1.3	1.1	201	176	14.2		1.2	1.1	1'793	1'620	10.7	
Hyundai	2.7	3.1	438	505	-13.3		3.0	4.0	4'604	5'980	-23.0	
Jaguar	-	0.1	-	11	-100.0		0.0	0.1	2	145	-98.6	
Jeep	0.4	0.7	67	113	-40.7		0.5	0.5	785	783	0.3	
KGM / SsangYong	0.2	0.2	39	31	25.8		0.2	0.2	347	292	18.8	
Kia	3.9	3.4	621	556	11.7		2.6	2.8	4'017	4'196	-4.3	
Land Rover	1.0	0.9	168	148	13.5		1.0	1.0	1'457	1'459	-0.1	
Leapmotor	1.3	0.3	202	55	267.3		0.8	0.3	1'276	413	209.0	
Lexus	0.3	0.3	45	54	-16.7		0.3	0.3	488	520	-6.2	
Maserati	0.1	0.1	12	20	-40.0		0.1	0.1	129	134	-3.7	
Mazda	1.5	0.9	244	151	61.6		1.5	1.4	2'250	2'026	11.1	
Mercedes-Benz	8.9	7.7	1'428	1'246	14.6		8.0	8.0	12'089	11'863	1.9	
MG	2.0	1.5	316	250	26.4		2.0	1.3	2'973	1'921	54.8	
Mini	1.1	1.6	177	259	-31.7		1.5	1.9	2'199	2'783	-21.0	
Mitsubishi	0.2	0.8	36	130	-72.3		0.5	0.7	767	1'027	-25.3	
Nissan	0.3	0.3	49	45	8.9		0.6	1.4	889	2'037	-56.4	
Opel	1.7	1.7	268	267	0.4		1.6	1.5	2'364	2'209	7.0	
Peugeot	2.5	2.3	394	376	4.8		2.1	2.4	3'234	3'546	-8.8	
Polestar	0.5	0.4	74	69	7.2		0.5	0.5	740	735	0.7	
Porsche	1.6	1.7	254	277	-8.3		1.9	2.2	2'933	3'238	-9.4	
Renault	3.1	4.6	493	738	-33.2		3.6	4.2	5'412	6'186	-12.5	
Seat / Cupra	3.8	3.9	606	634	-4.4		3.8	4.3	5'746	6'345	-9.4	
Škoda	8.7	7.7	1'399	1'238	13.0		9.4	9.1	14'253	13'549	5.2	
Subaru	0.5	0.4	86	69	24.6		0.6	0.5	872	784	11.2	
Suzuki	1.6	1.1	256	180	42.2		1.6	1.6	2'423	2'411	0.5	
Tesla	0.4	1.7	69	276	-75.0		2.2	2.4	3'367	3'505	-3.9	
Toyota	7.8	6.4	1'249	1'038	20.3		5.8	5.0	8'751	7'512	16.5	
Volkswagen	10.8	11.8	1'730	1'896	-8.8		11.2	10.4	17'022	15'536	9.6	
Volvo	3.3	3.4	528	548	-3.6		3.8	3.5	5'752	5'271	9.1	
Zeekr	0.9	0.1	150	10	1'400.0		0.6	0.0	856	17	4'935.3	
Diverse Marken	1.8	1.6	289	264	9.5		1.5	1.2	2'341	1'807	29.6	
Total	100.0	100.0	16'047	16'136	-0.6		100.0	100.0	151'589	148'898	1.8	
4 x 4	52.2	48.6	8'372	7'836	6.8		52.5	50.1	79'616	74'607	6.7	
Benzin	16.0	24.0	2'566	3'873	-33.7		20.6	24.8	31'202	36'906	-15.5	
Diesel	4.7	7.3	754	1'177	-35.9		5.5	7.4	8'378	11'049	-24.2	
Hybrid HEV + MHEV	37.3	36.2	5'981	5'840	2.4		36.7	36.5	55'601	54'403	2.2	
Plug-In PHEV* + REX	11.9	12.3	1'903	1'989	-4.3		12.4	10.7	18'772	15'987	17.4	
Elektrisch/BEV	30.2	20.2	4'843	3'257	48.7		24.8	20.5	37'631	30'543	23.2	
CNG	-	-	-	-	-		0.0	0.0	2	2	-	
Wasserstoff/Elektrisch	-	-	-	-	-		0.0	0.0	1	3	-66.7	
Diverse	-	-	-	-	-		0.0	0.0	2	5	-60.0	
Summe Übrige	79.3	68.7	12'727	11'086	14.8		73.9	67.8	112'009	100'943	11.0	

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.09.2026