

Januar - Juni 2026
janvier - juin 2026

Stichtag / date de référence: 30.06.2026/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			+/- %
	Jun. 2026	Jun. 2025	Jun. 2026	Jun. 2025	+/- %	Kum. 2026	Kum. 2025	Kum. 2026	Kum. 2025	
Alfa Romeo	0.4	0.4	99	97	2.1	0.4	0.4	461	461	-
Alpine	0.2	0.2	50	48	4.2	0.2	0.2	177	186	-4.8
Aston Martin	0.1	0.1	17	14	21.4	0.1	0.1	97	86	12.8
Audi	6.1	7.2	1'534	1'575	-2.6	7.0	7.5	8'179	8'439	-3.1
BMW	6.5	9.1	1'650	1'992	-17.2	8.4	9.8	9'733	11'043	-11.9
BMW Alpina	0.0	0.0	3	1	200.0	0.0	0.0	31	29	6.9
BYD	3.1	0.2	790	41	1'826.8	2.3	0.2	2'719	180	1'410.6
Cadillac	0.0	0.0	2	8	-75.0	0.0	0.0	15	36	-58.3
Citroën	1.1	1.0	271	212	27.8	1.4	1.0	1'581	1'110	42.4
Dacia	3.1	3.4	794	749	6.0	3.1	3.5	3'656	3'993	-8.4
DS Automobiles	0.1	0.1	29	11	163.6	0.1	0.1	138	117	17.9
Fiat	1.0	0.7	255	143	78.3	0.9	0.6	1'042	655	59.1
Ford	2.0	2.2	503	473	6.3	2.1	2.7	2'438	3'048	-20.0
Genesis	0.0	0.2	9	38	-76.3	0.1	0.1	137	157	-12.7
Honda	1.6	1.0	415	224	85.3	1.2	1.1	1'409	1'243	13.4
Hyundai	2.9	3.3	735	715	2.8	3.0	4.1	3'548	4'660	-23.9
Jaguar	-	0.1	-	24	-100.0	0.0	0.1	2	121	-98.3
Jeep	0.4	0.6	106	124	-14.5	0.5	0.4	634	496	27.8
KGM / SsangYong	0.3	0.2	75	34	120.6	0.2	0.2	271	205	32.2
Kia	2.3	2.4	585	519	12.7	2.6	2.8	3'040	3'151	-3.5
Land Rover	0.6	0.7	152	150	1.3	1.0	1.0	1'140	1'157	-1.5
Leapmotor	0.9	0.2	225	42	435.7	0.7	0.2	854	259	229.7
Lexus	0.2	0.2	57	53	7.5	0.3	0.3	326	366	-10.9
Maserati	0.1	0.1	14	21	-33.3	0.1	0.1	90	91	-1.1
Mazda	1.0	1.4	254	312	-18.6	1.5	1.5	1'783	1'690	5.5
Mercedes-Benz	9.1	9.1	2'288	1'979	15.6	7.7	8.0	9'018	9'044	-0.3
MG	2.5	1.2	641	265	141.9	2.0	1.1	2'368	1'261	87.8
Mini	1.2	2.3	311	508	-38.8	1.5	1.9	1'690	2'172	-22.2
Mitsubishi	0.5	0.7	117	156	-25.0	0.6	0.7	673	780	-13.7
Nissan	0.7	0.9	175	187	-6.4	0.6	1.7	745	1'939	-61.6
Opel	0.9	1.7	228	377	-39.5	1.5	1.4	1'801	1'600	12.6
Peugeot	1.5	2.3	382	493	-22.5	2.0	2.4	2'365	2'720	-13.1
Polestar	0.6	0.7	161	146	10.3	0.5	0.5	587	603	-2.7
Porsche	1.5	1.7	390	360	8.3	2.0	2.3	2'307	2'564	-10.0
Renault	3.8	4.4	948	966	-1.9	3.9	4.2	4'506	4'752	-5.2
Seat / Cupra	4.3	4.2	1'086	915	18.7	3.7	4.4	4'333	4'952	-12.5
Škoda	8.0	9.3	2'010	2'019	-0.4	9.5	9.2	11'016	10'439	5.5
Subaru	0.7	0.5	170	107	58.9	0.5	0.6	631	627	0.6
Suzuki	1.9	2.0	475	437	8.7	1.6	1.8	1'912	2'018	-5.3
Tesla	6.3	4.1	1'588	889	78.6	2.8	2.5	3'206	2'803	14.4
Toyota	4.2	4.1	1'058	886	19.4	5.3	4.8	6'173	5'394	14.4
Volkswagen	11.5	11.1	2'910	2'427	19.9	11.2	10.1	13'048	11'427	14.2
Volvo	4.6	3.7	1'153	814	41.6	3.8	3.4	4'452	3'809	16.9
Zeekr	0.5	0.0	116	2	5'700.0	0.4	0.0	518	2	25'800.0
Diverse Marken	1.5	1.2	376	257	46.3	1.5	1.1	1'698	1'248	36.1
Total	100.0	100.0	25'207	21'810	15.6	100.0	100.0	116'548	113'133	3.0
4 x 4	54.2	48.8	13'667	10'651	28.3	52.2	50.3	60'862	56'882	7.0
Benzin	20.0	23.8	5'037	5'192	-3.0	21.6	25.1	25'224	28'344	-11.0
Diesel	5.9	6.8	1'476	1'491	-1.0	5.6	7.4	6'486	8'319	-22.0
Hybrid HEV + MHEV	34.2	36.2	8'609	7'899	9.0	36.5	36.8	42'488	41'666	2.0
Plug-In PHEV* + REX	13.6	11.1	3'432	2'413	42.2	12.4	10.2	14'456	11'592	24.7
Elektrisch/BEV	26.4	22.1	6'652	4'813	38.2	23.9	20.5	27'889	23'203	20.2
CNG	0.0	0.0	1	1	-	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	4	-50.0
Summe Übrige	74.2	69.4	18'694	15'127	23.6	72.8	67.6	84'838	76'470	10.9

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.07.2026