

Januar - März 2026
janvier - mars 2026

Stichtag / date de référence: 31.03.2026/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %		
	Mär. 2026	Mär. 2025	+/- %	Kum. 2026	Kum. 2025	+/- %
Alfa Romeo	0.5	0.4	9.3	0.5	0.5	-3.2
Alpine	0.1	0.1	70.6	0.1	0.1	16.4
Aston Martin	0.1	0.1	68.8	0.1	0.1	8.7
Audi	7.2	7.6	2.4	7.4	7.4	-0.3
BMW	9.5	8.5	19.2	9.4	9.5	-0.6
BMW Alpina	0.0	0.0	166.7	0.0	0.0	61.5
BYD	1.9	0.3	679.3	1.5	0.1	987.7
Cadillac	0.0	0.0	-30.0	0.0	0.0	-54.2
Citroën	1.4	1.0	62.8	1.6	1.0	50.8
Dacia	3.2	3.5	-1.6	3.6	3.6	-0.7
DS Automobiles	0.1	0.1	47.1	0.1	0.1	15.0
Fiat	0.9	0.6	54.9	0.9	0.6	56.5
Ford	1.8	2.7	-27.5	2.2	3.0	-25.9
Genesis	0.1	0.1	-9.5	0.2	0.1	71.2
Honda	1.2	1.0	21.1	1.1	0.9	16.8
Hyundai	2.9	4.4	-28.8	2.9	4.5	-35.7
Jaguar	0.0	0.1	-95.2	0.0	0.1	-98.3
Jeep	0.6	0.4	94.8	0.7	0.4	60.2
KGM / SsangYong	0.3	0.3	20.3	0.2	0.2	31.6
Kia	2.5	2.6	3.4	2.9	2.9	-1.4
Land Rover	1.1	1.1	13.3	1.1	1.1	7.0
Leapmotor	0.5	0.2	261.8	0.7	0.2	205.8
Lexus	0.2	0.3	-16.9	0.3	0.3	0.6
Maserati	0.1	0.1	53.3	0.1	0.1	62.1
Mazda	2.8	1.9	58.5	1.9	1.7	8.7
Mercedes-Benz	7.1	7.9	-3.1	6.7	7.6	-10.4
MG	2.3	1.4	69.1	2.0	1.1	88.8
Mini	1.2	1.9	-32.6	1.3	1.7	-25.5
Mitsubishi	0.8	1.1	-22.2	0.7	0.8	-13.7
Nissan	1.2	5.0	-75.0	0.9	3.2	-72.3
Opel	1.9	1.2	71.6	1.8	1.3	42.3
Peugeot	1.8	2.4	-18.7	2.4	2.6	-10.2
Polestar	0.5	0.5	16.8	0.4	0.5	-4.4
Porsche	2.1	2.2	1.7	2.3	2.5	-7.1
Renault	3.6	4.2	-8.0	3.5	4.3	-18.6
Seat / Cupra	3.1	3.7	-9.9	3.3	4.0	-16.8
Škoda	8.9	8.3	14.2	9.3	8.9	5.5
Subaru	0.5	0.5	-6.0	0.5	0.5	-15.2
Suzuki	1.4	1.8	-12.7	1.4	1.7	-17.6
Tesla	2.9	3.1	1.7	1.9	2.3	-20.5
Toyota	5.4	4.6	25.2	5.8	4.9	17.9
Volkswagen	11.3	9.6	26.1	11.2	9.2	22.1
Volvo	3.2	2.8	22.0	3.7	3.2	15.9
Diverse Marken	1.7	0.8	126.3	1.6	0.9	75.7
Total	100.0	100.0	7.2	100.0	100.0	0.6
4 x 4	52.5	51.6	9.2	51.0	51.0	0.6
Benzin	21.0	24.5	-8.0	22.0	25.1	-11.6
Diesel	5.2	7.4	-25.5	5.7	7.8	-26.8
Hybrid HEV + MHEV	38.2	38.1	7.6	38.6	37.5	3.6
Plug-In PHEV* + REX	12.4	9.6	38.9	12.1	9.3	31.3
Elektrisch/BEV	23.2	20.4	21.9	21.5	20.4	6.3
CNG	-	0.0	-100.0	0.0	0.0	-
Wasserstoff/Elektrisch	-	-	-	-	0.0	-100.0
Diverse	-	-	-	-	0.0	-100.0
Summe Übrige	73.8	68.1	16.3	72.3	67.1	8.3

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.04.2026