

Januar - Juni 2025
janvier - juin 2025

Stichtag / date de référence: 30.06.2025/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %		
	Jun. 2025	Jun. 2024		Jun. 2025	Jun. 2024	+/- %	Kum. 2025	Kum. 2024	+/- %
Alfa Romeo	0.4	0.4	97	99	-2.0		0.4	0.4	-0.6
Alpine	0.2	0.0	48	11	336.4		0.2	0.1	173.5
Aston Martin	0.1	0.1	14	24	-41.7		0.1	0.1	-21.8
Audi	7.2	7.4	1'575	1'677	-6.1		7.5	6.7	3.6
BMW	9.1	9.3	1'992	2'119	-6.0		9.8	9.5	-4.0
BMW Alpina	0.0	0.0	1	6	-83.3		0.0	0.0	-25.6
BYD	0.2	-	41	-	-		0.2	-	-
Cadillac	0.0	0.1	8	30	-73.3		0.0	0.0	-39.0
Citroën	1.0	1.2	212	262	-19.1		1.0	1.2	-26.1
Dacia	3.4	3.2	749	715	4.8		3.5	3.3	-0.6
DS Automobiles	0.1	0.1	11	25	-56.0		0.1	0.1	-30.4
Fiat	0.7	1.5	143	336	-57.4		0.6	1.7	-68.2
Ford	2.2	2.9	473	663	-28.7		2.7	3.2	-21.8
Genesis	0.2	0.1	38	22	72.7		0.1	0.1	-6.0
Honda	1.0	1.0	224	219	2.3		1.1	1.5	-29.7
Hyundai	3.3	3.2	715	728	-1.8		4.1	3.4	11.6
Jaguar	0.1	0.1	24	27	-11.1		0.1	0.1	-29.7
Jeep	0.6	0.2	124	43	188.4		0.4	0.4	-7.3
KGM / SsangYong	0.2	0.2	34	44	-22.7		0.2	0.2	-25.2
Kia	2.4	3.0	519	685	-24.2		2.8	2.8	-7.2
Land Rover	0.7	1.0	150	230	-34.8		1.0	1.1	-14.2
Leapmotor	0.2	-	42	-	-		0.2	-	-
Lexus	0.2	0.4	53	85	-37.6		0.3	0.4	-23.8
Maserati	0.1	0.1	21	23	-8.7		0.1	0.1	-49.7
Mazda	1.4	2.1	312	479	-34.9		1.5	1.9	-28.2
Mercedes-Benz	9.1	8.4	1'979	1'898	4.3		8.0	7.9	-6.0
MG	1.2	0.1	265	18	1'372.2		1.1	0.0	2'037.3
Mini	2.3	1.2	508	269	88.8		1.9	1.3	34.7
Mitsubishi	0.7	0.9	156	194	-19.6		0.7	1.1	-43.4
Nissan	0.9	1.4	187	308	-39.3		1.7	1.2	30.0
Opel	1.7	1.3	377	302	24.8		1.4	1.5	-14.0
Peugeot	2.3	1.8	493	411	20.0		2.4	2.0	9.9
Polestar	0.7	0.3	146	68	114.7		0.5	0.2	209.2
Porsche	1.7	1.7	360	395	-8.9		2.3	2.6	-18.5
Renault	4.4	5.7	966	1'290	-25.1		4.2	3.6	10.0
Seat / Cupra	4.2	4.6	915	1'049	-12.8		4.4	3.9	3.6
Škoda	9.3	8.1	2'019	1'848	9.3		9.2	8.9	-3.4
Subaru	0.5	0.6	107	126	-15.1		0.6	0.6	-16.1
Suzuki	2.0	2.3	437	521	-16.1		1.8	1.9	-14.0
Toyota	4.1	5.5	886	1'237	-28.4		4.8	5.5	-19.4
Volkswagen	11.1	9.5	2'427	2'158	12.5		10.1	9.5	-1.0
Volvo	3.7	3.7	814	833	-2.3		3.4	3.8	-17.9
Diverse Marken	5.3	5.3	1'148	1'212	-5.3		3.6	5.5	-39.0
Total	100.0	100.0	21'810	22'689	-3.9		100.0	100.0	-6.7
4 x 4	48.8	50.8	10'651	11'535	-7.7		50.3	52.3	-10.3
Benzin	23.8	28.6	5'192	6'497	-20.1		25.1	31.7	-26.2
Diesel	6.8	9.9	1'491	2'252	-33.8		7.4	10.1	-31.9
Hybrid HEV + MHEV	36.2	34.9	7'899	7'914	-0.2		36.8	31.8	8.0
Plug-In PHEV* + REX	11.1	8.0	2'413	1'809	33.4		10.2	8.8	9.0
Elektrisch/BEV	22.1	18.6	4'813	4'216	14.2		20.5	17.6	8.5
CNG	0.0	-	1	-	-		0.0	0.0	-50.0
Wasserstoff/Elektrisch	-	-	-	-	-		0.0	0.0	-62.5
Diverse	0.0	0.0	1	1	-		0.0	0.0	100.0
Summe Übrige	69.4	61.4	15'127	13'940	8.5		67.6	58.2	8.3

PHEV* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe
Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.07.2025