

Januar - Mai 2025
janvier - mai 2025

Stichtag / date de référence: 31.05.2025/lc

Marken / marques	Marktanteil % part du marché %					Marktanteil % part du marché %				
	Mai. 2025	Mai. 2024	Mai. 2025	Mai. 2024	+/- %	Kum. 2025	Kum. 2024	Kum. 2025	Kum. 2024	+/- %
Alfa Romeo	0.2	0.3	44	69	-36.2	0.4	0.4	364	365	-0.3
Alpine	0.2	0.1	47	11	327.3	0.2	0.1	138	57	142.1
Aston Martin	0.1	0.1	11	23	-52.2	0.1	0.1	72	86	-16.3
Audi	7.1	7.7	1'426	1'628	-12.4	7.5	6.6	6'864	6'465	6.2
BMW	9.8	10.7	1'954	2'273	-14.0	9.9	9.5	9'051	9'380	-3.5
BMW Alpina	0.0	0.0	5	7	-28.6	0.0	0.0	28	33	-15.2
Cadillac	0.0	0.1	3	17	-82.4	0.0	0.0	28	29	-3.4
Citroën	0.8	1.3	160	287	-44.3	1.0	1.3	898	1'241	-27.6
Dacia	3.4	3.0	672	645	4.2	3.6	3.4	3'244	3'303	-1.8
DS Automobiles	0.1	0.1	21	30	-30.0	0.1	0.1	106	143	-25.9
Fiat	0.5	1.3	108	267	-59.6	0.6	1.8	512	1'725	-70.3
Ford	2.6	2.8	522	595	-12.3	2.8	3.3	2'575	3'233	-20.4
Genesis	0.2	0.1	39	19	105.3	0.1	0.1	119	145	-17.9
Honda	1.6	1.3	310	277	11.9	1.1	1.6	1'019	1'548	-34.2
Hyundai	4.2	3.6	830	776	7.0	4.3	3.5	3'945	3'447	14.4
Jaguar	0.1	0.2	17	36	-52.8	0.1	0.1	97	145	-33.1
Jeep	0.3	0.3	66	68	-2.9	0.4	0.5	372	492	-24.4
KGM / SsangYong	0.2	0.3	42	57	-26.3	0.2	0.2	171	230	-25.7
Kia	2.8	2.8	565	606	-6.8	2.9	2.8	2'632	2'710	-2.9
Land Rover	1.0	1.1	198	229	-13.5	1.1	1.1	1'007	1'118	-9.9
Leapmotor	0.2	-	46	-	-	0.2	-	217	-	-
Lexus	0.4	0.5	72	96	-25.0	0.3	0.4	313	395	-20.8
Maserati	0.1	0.2	21	52	-59.6	0.1	0.2	70	158	-55.7
Mazda	1.0	2.7	203	583	-65.2	1.5	1.9	1'378	1'874	-26.5
Mercedes-Benz	7.8	8.1	1'566	1'727	-9.3	7.7	7.8	7'065	7'724	-8.5
MG	0.9	0.1	184	29	534.5	1.1	0.0	996	41	2'329.3
Mini	2.0	1.5	394	319	23.5	1.8	1.4	1'664	1'343	23.9
Mitsubishi	0.6	0.9	126	194	-35.1	0.7	1.2	624	1'183	-47.3
Nissan	0.2	0.5	41	109	-62.4	1.9	1.2	1'752	1'184	48.0
Opel	1.5	1.2	305	259	17.8	1.3	1.6	1'223	1'558	-21.5
Peugeot	2.3	1.9	451	413	9.2	2.4	2.1	2'227	2'065	7.8
Polestar	0.7	0.2	130	36	261.1	0.5	0.1	457	127	259.8
Porsche	2.3	2.8	452	597	-24.3	2.4	2.8	2'204	2'750	-19.9
Renault	4.1	4.1	820	868	-5.5	4.1	3.1	3'786	3'030	25.0
Seat / Cupra	5.5	3.9	1'104	824	34.0	4.4	3.8	4'037	3'730	8.2
Škoda	10.0	9.5	2'000	2'010	-0.5	9.2	9.1	8'420	8'954	-6.0
Smart	0.5	0.3	98	73	34.2	0.3	0.4	283	390	-27.4
Subaru	0.7	0.5	131	108	21.3	0.6	0.6	520	621	-16.3
Suzuki	1.5	2.3	308	493	-37.5	1.7	1.9	1'581	1'826	-13.4
Tesla	2.2	2.5	449	521	-13.8	2.1	4.3	1'914	4'235	-54.8
Toyota	4.9	4.2	971	892	8.9	4.9	5.5	4'508	5'455	-17.4
Volkswagen	10.8	10.3	2'148	2'193	-2.1	9.9	9.5	9'000	9'382	-4.1
Volvo	3.3	3.9	666	821	-18.9	3.3	3.9	2'995	3'804	-21.3
Diverse Marken	1.2	0.6	243	128	89.8	0.9	0.8	847	805	5.2
Total	100.0	100.0	19'969	21'265	-6.1	100.0	100.0	91'323	98'529	-7.3
4 x 4	49.8	52.1	9'943	11'070	-10.2	50.6	52.6	46'231	51'852	-10.8
Benzin	24.6	32.4	4'913	6'881	-28.6	25.4	32.4	23'152	31'903	-27.4
Diesel	6.9	11.5	1'386	2'440	-43.2	7.5	10.1	6'828	9'969	-31.5
Hybrid HEV + MHEV	36.0	31.0	7'189	6'595	9.0	37.0	31.1	33'767	30'652	10.2
Plug-In PHEV* + REX	11.5	8.4	2'304	1'779	29.5	10.1	9.0	9'179	8'821	4.1
Elektrisch/BEV	20.9	16.8	4'177	3'568	17.1	20.1	17.4	18'390	17'171	7.1
CNG	-	0.0	-	1	-100.0	0.0	0.0	1	4	-75.0
Wasserstoff/Elektrisch	-	-	-	-	-	0.0	0.0	3	8	-62.5
Diverse	-	0.0	-	1	-100.0	0.0	0.0	3	1	200.0
Summe Übrige	68.5	56.2	13'670	11'944	14.5	67.2	57.5	61'343	56'657	8.3

PHEV* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe
Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 02.06.2025