Immatrikulationen von neuen Personenwagen (CH & FL)
Mises en circulation des voitures de tourisme neuves (CH & FL)

auto schweiz suisse
MENSCHEN · MÄRKTE · MOBILITÄT

Januar - Oktober 2026
janvier - octobre 2026

Stichtag / date de référence: 31.10.2026/lc

	Marktanteil % part du marché %					Marktanteil % part du marché %				
Marken / marques	**Okt. 2026**	**Okt. 2025**	**Okt. 2026**	**Okt. 2025**	**+/- %**	**Kum. 2026**	**Kum. 2025**	**Kum. 2026**	**Kum. 2025**	**+/- %**
Alfa Romeo	0.4	0.5	75	101	-25.7	0.4	0.4	737	840	-12.3
Alpine	0.2	0.1	47	16	193.8	0.2	0.2	327	293	11.6
Aston Martin	0.1	0.1	13	10	30.0	0.1	0.1	154	129	19.4
Audi	6.4	8.0	1'221	1'484	-17.7	6.6	7.4	12'774	13'933	-8.3
BMW	8.0	8.6	1'526	1'593	-4.2	8.0	9.3	15'412	17'380	-11.3
BMW Alpina	-	0.0	-	4	-100.0	0.0	0.0	40	58	-31.0
BYD	4.4	0.8	835	141	492.2	2.8	0.4	5'403	658	721.1
Cadillac	0.0	0.0	2	3	-33.3	0.0	0.0	30	60	-50.0
Citroën	0.9	1.3	174	236	-26.3	1.3	1.1	2'458	2'144	14.6
Dacia	3.5	4.3	667	790	-15.6	3.2	3.7	6'203	7'026	-11.7
Denza	0.0	-	2	-	-	0.0	-	12	-	-
DS Automobiles	0.1	0.2	13	35	-62.9	0.1	0.1	233	196	18.9
Fiat	1.1	0.9	201	163	23.3	1.0	0.6	1'888	1'211	55.9
Ford	1.6	2.7	306	501	-38.9	2.0	2.6	3'881	4'935	-21.4
Geely	0.0	-	6	-	-	0.0	-	7	-	-
Genesis	0.0	0.1	5	23	-78.3	0.1	0.1	161	239	-32.6
Honda	1.2	1.1	225	204	10.3	1.2	1.1	2'225	2'032	9.5
Hyundai	3.0	3.9	569	723	-21.3	3.0	4.0	5'701	7'403	-23.0
Jaguar	0.0	0.0	1	2	-50.0	0.0	0.1	3	157	-98.1
Jeep	0.4	0.6	74	116	-36.2	0.5	0.6	966	1'069	-9.6
KGM / SsangYong	0.3	0.2	56	38	47.4	0.2	0.2	461	380	21.3
Kia	3.0	2.8	575	509	13.0	2.7	2.8	5'137	5'333	-3.7
Land Rover	0.9	0.6	172	118	45.8	0.9	0.9	1'806	1'669	8.2
Leapmotor	2.0	0.6	377	113	233.6	1.0	0.3	1'984	608	226.3
Lexus	0.3	0.3	65	64	1.6	0.3	0.3	619	624	-0.8
Maserati	0.1	0.1	23	20	15.0	0.1	0.1	166	169	-1.8
Mazda	1.5	0.9	291	174	67.2	1.5	1.3	2'829	2'409	17.4
Mercedes-Benz	7.6	7.8	1'438	1'441	-0.2	8.1	8.1	15'645	15'198	2.9
Mini	1.3	1.0	256	186	37.6	1.4	1.7	2'744	3'196	-14.1
Mitsubishi	0.4	0.7	75	133	-43.6	0.5	0.7	905	1'327	-31.8
Nissan	0.2	0.2	47	30	56.7	0.5	1.1	1'039	2'131	-51.2
Opel	1.4	1.7	260	307	-15.3	1.5	1.5	2'876	2'864	0.4
Peugeot	2.3	2.3	432	423	2.1	2.2	2.3	4'204	4'370	-3.8
Polestar	0.5	0.4	101	76	32.9	0.5	0.5	992	904	9.7
Porsche	1.6	1.9	306	348	-12.1	1.8	2.1	3'483	3'906	-10.8
Renault	3.1	4.0	590	729	-19.1	3.5	4.0	6'829	7'535	-9.4
Seat / Cupra	3.6	3.7	683	689	-0.9	3.8	4.2	7'288	7'845	-7.1
Škoda	10.3	11.1	1'965	2'057	-4.5	9.4	9.3	18'024	17'495	3.0
Subaru	0.5	0.4	93	72	29.2	0.5	0.5	1'053	1'000	5.3
Suzuki	1.7	1.7	320	313	2.2	1.6	1.6	3'013	2'995	0.6
Tesla	0.7	0.7	124	128	-3.1	2.8	2.5	5'441	4'636	17.4
Toyota	5.9	5.0	1'117	915	22.1	5.8	5.1	11'108	9'499	16.9
Volkswagen	9.6	11.1	1'829	2'054	-11.0	10.8	10.5	20'755	19'742	5.1
Volvo	3.7	4.3	695	789	-11.9	3.7	3.6	7'206	6'819	5.7
Xpeng	0.6	0.0	110	6	1'733.3	0.3	0.0	507	19	2'568.4
Zeekr	0.8	0.1	155	20	675.0	0.6	0.0	1'157	44	2'529.5
Diverse Marken	4.6	3.0	869	554	56.9	3.4	2.6	6'637	4'898	35.5
Total	**100.0**	**100.0**	**18'986**	**18'451**	**2.9**	**100.0**	**100.0**	**192'523**	**187'378**	**2.7**
4 x 4	**52.1**	**50.1**	**9'888**	**9'246**	**6.9**	**52.8**	**50.2**	**101'588**	**93'985**	**8.1**
Benzin	**15.5**	**23.3**	**2'940**	**4'305**	**-31.7**	**19.6**	**24.3**	**37'815**	**45'580**	**-17.0**
Diesel	**4.6**	**6.4**	**865**	**1'173**	**-26.3**	**5.3**	**7.1**	**10'148**	**13'343**	**-23.9**
Hybrid HEV + MHEV	32.9	34.9	6'239	6'443	-3.2	35.8	36.1	68'847	67'636	1.8
Plug-In PHEV* + REX	12.2	12.8	2'322	2'355	-1.4	12.3	11.2	23'623	20'910	13.0
Elektrisch/BEV	34.9	22.6	6'620	4'175	58.6	27.1	21.3	52'084	39'900	30.5
CNG	-	-	-	-	-	0.0	-	2	-	-
Wasserstoff/Elektrisch	-	0.0	-	1	-100.0	0.0	0.0	1	4	-75.0
Diverse	-	-0.0	-	-1	-100.0	0.0	0.0	3	5	-40.0
Summe Übrige	**80.0**	**70.3**	**15'181**	**12'973**	**17.0**	**75.1**	**68.6**	**144'560**	**128'455**	**12.5**

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 02.11.2026