



Januar - März 2014

janvier - mars 2014

Immatrikulationen von neuen Personenwagen (CH+FL)

Mises en circulation des voitures de tourisme neuves (CH+FL)

Stichtag: 31. März 2014 rb

Marken	Marktanteil [%]					Marktanteil [%]				
	Mrz. 14	Mrz. 13	Mrz. 14	Mrz. 13	+/- %	Kum. 14	Kum. 13	Kum. 14	Kum. 13	+/- %
Alfa Romeo	0.6	0.7	151	189	-20.1	0.7	0.7	482	533	-9.6
Aston Martin	0.1	0.1	19	30	-36.7	0.1	0.1	45	69	-34.8
Audi	6.2	6.8	1'632	1'934	-15.6	5.8	6.7	3'963	4'787	-17.2
BMW	6.4	6.3	1'671	1'785	-6.4	6.8	6.0	4'666	4'294	8.7
BMW Alpina	0.0	0.0	7	0		0.0	0.0	21		
Chevrolet	1.2	1.2	312	356	-12.4	1.5	1.3	993	960	3.4
Citroën	3.5	3.0	918	851	7.9	3.5	3.2	2'403	2'331	3.1
Dacia	1.4	2.0	377	582	-35.2	1.8	1.8	1'209	1'305	-7.4
Fiat	2.3	2.9	604	832	-27.4	3.2	3.3	2'168	2'352	-7.8
Ford	4.4	5.7	1'166	1'627	-28.3	3.9	4.7	2'695	3'339	-19.3
Honda	2.5	4.1	651	1'173	-44.5	1.8	2.8	1'255	1'985	-36.8
Hyundai	3.2	2.7	838	776	8.0	3.9	3.2	2'681	2'261	18.6
Infiniti	0.0	0.0	10	5	100.0	0.1	0.0	35	19	84.2
Jaguar	0.3	0.5	79	141	-44.0	0.2	0.4	168	291	-42.3
Jeep	0.8	0.5	205	148	38.5	0.9	0.6	639	459	39.2
Kia	1.8	1.2	484	344	40.7	1.7	1.3	1'166	909	28.3
Lancia	0.2	0.4	45	101	-55.4	0.3	0.3	185	196	-5.6
Land-Rover	1.4	1.0	375	297	26.3	1.4	1.2	956	864	10.6
Lexus	0.3	0.2	71	64	10.9	0.3	0.2	193	163	18.4
Maserati	0.3	0.0	69	10	590.0	0.3	0.0	196	16	1'125.0
Mazda	3.2	2.8	842	804	4.7	3.2	2.9	2'182	2'106	3.6
Mercedes	6.5	6.1	1'694	1'746	-3.0	6.0	5.7	4'135	4'110	0.6
MINI	1.2	1.3	308	361	-14.7	1.2	1.4	810	977	-17.1
Mitsubishi	1.1	1.5	293	427	-31.4	1.1	1.4	728	1'015	-28.3
Nissan	3.2	3.1	853	887	-3.8	3.2	3.1	2'167	2'243	-3.4
Opel	5.5	4.7	1'439	1'329	8.3	5.0	4.7	3'395	3'345	1.5
Peugeot	3.8	3.2	988	904	9.3	3.8	3.9	2'565	2'763	-7.2
Porsche	0.7	0.9	191	243	-21.4	0.7	0.9	456	618	-26.2
Renault	3.1	4.3	821	1'235	-33.5	3.8	4.4	2'595	3'175	-18.3
Seat	3.0	2.8	779	803	-3.0	3.0	2.5	2'026	1'826	11.0
Skoda	6.7	4.5	1'770	1'274	38.9	6.5	6.3	4'430	4'485	-1.2
Smart	0.7	0.5	182	150	21.3	0.6	0.5	416	379	9.8
Ssangyong	0.2	0.1	49	29	69.0	0.2	0.1	113	94	20.2
Subaru	2.1	2.4	556	672	-17.3	2.0	2.3	1'384	1'669	-17.1
Suzuki	3.1	3.1	815	877	-7.1	2.8	2.9	1'907	2'058	-7.3
Toyota	3.7	4.8	970	1'363	-28.8	3.7	4.3	2'520	3'082	-18.2
Volkswagen	12.3	11.9	3'227	3'390	-4.8	11.9	11.6	8'154	8'305	-1.8
Volvo	2.2	2.3	567	645	-12.1	2.7	2.9	1'869	2'049	-8.8
Diverse Marken	0.8	0.6	222	170	30.6	0.6	0.4	424	319	32.9
GESAMT-TOTAL	100.0	100.0	26'250	28'554	-8.1	100.0	100.0	68'395	71'751	-4.7
davon/dont 4 x 4	37.4	34.6	9'821	9'867	-0.5	39.1	36.2	26'776	25'942	3.2
davon Alternativ-Antrieb	3.7	3.3	977	952	2.6	3.1	3.2	2'123	2'286	-7.1
davon/dont DIESEL	35.4	35.4	9'296	10'115	-8.1	37.5	37.9	25'651	27'162	-5.6

Quelle: auto-schweiz / ASTRA/MOFIS 3.04.14 / source: auto-suisse / OFROU/MOFIS 3.04.14