

Januar - Juni 2023  
janvier - juin 2023

Stichtag / date de référence: 30.06.2023/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %		
	Jun. 2023	Jun. 2022	+/- %	Jun. 2023	Jun. 2022	+/- %	Kum. 2023	Kum. 2022	+/- %
Aiways	0.0	0.0		1	6	-83.3	0.0	0.0	19.0
Alfa Romeo	0.9	0.9		217	182	19.2	0.6	0.4	72.1
Alpine	0.1	0.0		25	6	316.7	0.0	0.1	3.4
Aston Martin	0.1	0.0		17	4	325.0	0.1	0.1	36.4
Audi	7.5	7.2		1'881	1'541	22.1	8.2	8.0	16.4
BMW	7.6	8.2		1'926	1'746	10.3	8.1	8.9	3.1
BMW Alpina	0.0	0.0		7	4	75.0	0.0	0.0	73.9
Citroën	1.3	1.5		318	329	-3.3	1.1	1.8	-27.4
Dacia	2.7	4.3		681	909	-25.1	3.2	2.8	27.2
DS Automobiles	0.3	0.3		71	56	26.8	0.3	0.3	-4.7
Fiat	1.8	1.6		443	330	34.2	1.6	1.7	8.7
Ford	3.9	3.3		981	710	38.2	4.3	3.6	34.8
Genesis	0.3	0.3		80	60	33.3	0.3	0.1	120.0
Honda	0.7	1.2		187	265	-29.4	0.8	1.2	-26.2
Hyundai	3.1	2.4		771	516	49.4	3.3	3.7	-0.3
Jaguar	0.1	0.3		30	61	-50.8	0.2	0.3	-28.9
Jeep	0.8	0.9		214	188	13.8	1.0	0.8	34.8
Kia	2.8	2.7		710	579	22.6	2.7	2.6	16.8
Land Rover	0.8	0.6		203	118	72.0	0.8	0.7	35.5
Lexus	0.4	0.1		98	27	263.0	0.3	0.3	19.2
Maserati	0.3	0.1		67	29	131.0	0.3	0.1	131.1
Mazda	1.8	1.5		442	329	34.3	1.9	2.0	6.9
Mercedes-Benz	7.9	8.2		1'985	1'744	13.8	8.3	8.4	10.6
Mini	1.5	1.5		385	329	17.0	1.6	1.7	9.0
Mitsubishi	0.8	1.0		196	209	-6.2	0.8	0.9	-5.8
Nissan	1.5	0.8		378	167	126.3	1.3	0.7	99.1
Opel	1.9	1.6		481	336	43.2	1.6	2.1	-12.0
Peugeot	1.8	3.3		444	704	-36.9	2.2	3.5	-29.5
Porsche	1.6	1.7		393	363	8.3	2.1	2.1	10.9
Renault	4.5	3.0		1'125	646	74.1	3.5	3.2	25.1
Seat / Cupra	4.8	4.8		1'216	1'025	18.6	4.9	4.5	22.7
Škoda	8.1	7.5		2'043	1'602	27.5	8.6	7.6	27.1
Smart	0.1	0.1		34	27	25.9	0.1	0.1	5.2
SsangYong	0.1	0.0		33	4	725.0	0.1	0.0	243.6
Subaru	0.7	1.0		188	208	-9.6	0.7	0.8	-1.7
Suzuki	2.5	1.6		636	332	91.6	1.9	1.7	24.6
Tesla	5.4	9.2		1'374	1'958	-29.8	3.5	3.9	2.4
Toyota	4.8	5.1		1'201	1'093	9.9	5.4	5.5	11.3
Volvo	3.2	1.5		798	318	150.9	3.0	2.8	21.9
Volkswagen	10.6	9.6		2'681	2'051	30.7	10.4	10.0	17.1
Diverse Marken	1.0	0.8		253	166	52.4	1.0	0.9	19.2
<b>Total</b>	<b>100.0</b>	<b>100.0</b>		<b>25'214</b>	<b>21'277</b>	<b>18.5</b>	<b>100.0</b>	<b>100.0</b>	<b>12.9</b>
<b>4 x 4</b>	<b>50.3</b>	<b>52.1</b>		<b>12'674</b>	<b>11'081</b>	<b>14.4</b>	<b>50.4</b>	<b>49.8</b>	<b>14.2</b>
<b>Benzin</b>	<b>33.6</b>	<b>36.0</b>		<b>8'476</b>	<b>7'667</b>	<b>10.6</b>	<b>35.6</b>	<b>37.5</b>	<b>7.2</b>
<b>Diesel</b>	<b>9.7</b>	<b>11.6</b>		<b>2'457</b>	<b>2'476</b>	<b>-0.8</b>	<b>9.6</b>	<b>12.3</b>	<b>-11.7</b>
Hybrid HEV + MHEV	26.8	24.1		6'748	5'132	31.5	27.4	25.1	23.4
Plug-In PHEV* + REX	9.1	7.2		2'302	1'536	49.9	8.6	8.6	12.9
Elektrisch/BEV	20.7	20.9		5'226	4'446	17.5	18.7	16.4	28.7
CNG	0.0	0.0		4	9	-55.6	0.0	0.1	-39.3
Wasserstoff/Elektrisch	0.0	0.0		1	10	-90.0	0.0	0.0	-55.3
Diverse	-	0.0		-	1	-100.0	0.0	0.0	-
<b>Summe Übrige</b>	<b>56.6</b>	<b>52.3</b>		<b>14'281</b>	<b>11'134</b>	<b>28.3</b>	<b>54.8</b>	<b>50.2</b>	<b>23.2</b>

PHEV\* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe  
Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 05.07.2023