

Januar - September 2023
janvier - septembre 2023

Stichtag / date de référence: 30.09.2023/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			
	Sep. 2023	Sep. 2022	Sep. 2023	Sep. 2022	+/- %	Kum. 2023	Kum. 2022	Kum. 2023	Kum. 2022	+/- %
Aiways	0.0	0.0	3	7	-57.1	0.0	0.0	32	40	-20.0
Alfa Romeo	0.9	0.6	186	130	43.1	0.7	0.5	1'220	872	39.9
Alpine	0.0	0.1	7	12	-41.7	0.1	0.1	94	85	10.6
Aston Martin	0.1	0.0	15	4	275.0	0.1	0.0	121	81	49.4
Audi	7.3	6.8	1'567	1'434	9.3	8.1	7.8	14'742	12'742	15.7
BMW	8.6	8.0	1'855	1'676	10.7	8.2	8.6	15'069	14'052	7.2
BMW Alpina	0.0	0.0	8	9	-11.1	0.0	0.0	53	42	26.2
Citroën	1.4	1.0	293	212	38.2	1.1	1.6	2'045	2'653	-22.9
Dacia	3.1	4.1	669	856	-21.8	3.1	3.3	5'673	5'337	6.3
DS Automobiles	0.4	0.1	92	28	228.6	0.3	0.3	516	468	10.3
Fiat	1.5	2.0	316	417	-24.2	1.6	1.9	2'941	3'054	-3.7
Ford	3.6	4.6	767	970	-20.9	4.2	3.9	7'686	6'281	22.4
Genesis	0.3	0.2	55	50	10.0	0.3	0.2	523	290	80.3
Honda	1.3	0.8	284	171	66.1	0.9	1.1	1'693	1'772	-4.5
Hyundai	3.6	2.7	779	561	38.9	3.4	3.6	6'257	5'778	8.3
Jaguar	0.1	0.3	29	66	-56.1	0.2	0.3	286	444	-35.6
Jeep	1.3	0.7	275	144	91.0	1.0	0.8	1'785	1'274	40.1
Kia	3.4	3.1	730	645	13.2	2.8	2.6	5'079	4'264	19.1
Land Rover	0.6	0.5	121	109	11.0	0.8	0.7	1'421	1'120	26.9
Lexus	0.3	0.2	73	37	97.3	0.3	0.2	571	372	53.5
Maserati	0.2	0.2	41	37	10.8	0.2	0.1	454	240	89.2
Mazda	1.7	2.2	366	462	-20.8	1.8	2.0	3'227	3'179	1.5
Mercedes-Benz	8.1	9.3	1'756	1'946	-9.8	8.0	8.7	14'602	14'097	3.6
Mini	1.9	1.8	407	379	7.4	1.6	1.7	3'002	2'839	5.7
Mitsubishi	1.0	0.9	206	182	13.2	0.8	0.9	1'431	1'441	-0.7
Nissan	0.8	0.7	172	143	20.3	1.2	0.7	2'273	1'121	102.8
Opel	2.7	1.8	573	371	54.4	1.7	2.1	3'115	3'382	-7.9
Peugeot	2.4	2.6	521	551	-5.4	2.3	3.3	4'158	5'303	-21.6
Polestar	0.4	0.3	80	56	42.9	0.4	0.3	657	553	18.8
Porsche	1.6	1.7	355	364	-2.5	2.0	1.9	3'640	3'138	16.0
Renault	3.0	3.3	653	688	-5.1	3.4	3.0	6'249	4'894	27.7
Seat / Cupra	4.4	4.2	956	881	8.5	4.9	4.7	8'895	7'686	15.7
Škoda	7.6	7.1	1'636	1'484	10.2	8.3	7.6	15'230	12'418	22.6
Smart	0.8	0.1	177	14	1'164.3	0.3	0.1	521	188	177.1
SsangYong	0.2	0.1	48	12	300.0	0.1	0.0	217	75	189.3
Subaru	0.6	0.5	123	114	7.9	0.6	0.7	1'169	1'122	4.2
Suzuki	1.6	1.4	344	303	13.5	1.7	1.6	3'160	2'605	21.3
Tesla	4.6	8.6	991	1'796	-44.8	3.6	3.9	6'569	6'392	2.8
Toyota	5.0	5.3	1'070	1'100	-2.7	5.5	5.4	10'143	8'759	15.8
Volvo	3.0	1.9	648	392	65.3	3.1	2.6	5'644	4'249	32.8
Volkswagen	10.3	9.8	2'216	2'052	8.0	10.6	10.4	19'478	16'990	14.6
Diverse Marken	0.5	0.4	115	82	40.2	0.7	0.6	1'265	914	38.4
Total	100.0	100.0	21'578	20'947	3.0	100.0	100.0	182'906	162'606	12.5
4 x 4	50.7	52.7	10'947	11'047	-0.9	50.4	50.2	92'216	81'583	13.0
Benzin	31.3	37.4	6'747	7'826	-13.8	34.5	38.4	63'167	62'453	1.1
Diesel	8.5	11.5	1'824	2'401	-24.0	9.5	12.2	17'439	19'861	-12.2
Hybrid HEV + MHEV	26.8	23.4	5'787	4'897	18.2	27.2	24.6	49'791	39'960	24.6
Plug-In PHEV* + REX	9.7	7.7	2'086	1'603	30.1	8.9	8.4	16'211	13'662	18.7
Elektrisch/BEV	23.8	20.1	5'133	4'212	21.9	19.8	16.3	36'235	26'514	36.7
CNG	-	0.0	-	3	-100.0	0.0	0.1	36	87	-58.6
Wasserstoff/Elektrisch	-	0.0	-	4	-100.0	0.0	0.0	24	66	-63.6
Diverse	0.0	0.0	1	1	-	0.0	0.0	3	3	-
Summe Übrige	60.3	51.2	13'007	10'720	21.3	55.9	49.4	102'300	80'292	27.4

PHEV* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe
Quelle, source: auto-schweiz ASTRA/OFRU / MOFIS 03.10.2023