

Januar - Februar 2026  
janvier - février 2026

Stichtag / date de référence: 28.02.2026/lc

Marken / marques	Marktanteil % part du marché %					Marktanteil % part du marché %				
	Feb. 2026	Feb. 2025	Feb. 2026	Feb. 2025	+/- %	Kum. 2026	Kum. 2025	Kum. 2026	Kum. 2025	+/- %
Alfa Romeo	0.5	0.5	82	86	-4.7	0.5	0.5	136	153	-11.1
Alpine	0.1	0.1	21	20	5.0	0.1	0.1	35	38	-7.9
Aston Martin	0.1	0.1	11	13	-15.4	0.1	0.1	23	30	-23.3
Audi	8.5	7.6	1'327	1'227	8.1	7.5	7.3	2'222	2'273	-2.2
BMW	9.0	8.9	1'410	1'447	-2.6	9.4	10.2	2'789	3'171	-12.0
BMW Alpina	0.1	0.0	8	6	33.3	0.0	0.0	13	10	30.0
BYD	1.3	0.0	198	8	2'375.0	1.2	0.0	342	15	2'180.0
Cadillac	0.0	0.0	3	7	-57.1	0.0	0.0	4	14	-71.4
Citroën	1.5	0.9	236	151	56.3	1.6	1.1	488	340	43.5
Dacia	3.9	3.9	607	627	-3.2	3.9	3.7	1'156	1'158	-0.2
DS Automobiles	0.1	0.1	21	18	16.7	0.1	0.1	44	43	2.3
Fiat	0.8	0.5	126	86	46.5	0.9	0.5	262	166	57.8
Ford	2.5	3.1	392	501	-21.8	2.5	3.2	737	982	-24.9
Genesis	0.4	0.1	57	15	280.0	0.2	0.1	70	31	125.8
Honda	1.1	1.0	175	164	6.7	1.1	0.9	313	276	13.4
Hyundai	2.9	4.7	451	767	-41.2	2.8	4.6	846	1'418	-40.3
Jaguar	-	0.1	-	17	-100.0	-	0.1	-	38	-100.0
Jeep	0.9	0.4	136	72	88.9	0.7	0.4	196	139	41.0
KGM / SsangYong	0.2	0.1	34	16	112.5	0.2	0.1	54	36	50.0
Kia	2.8	3.3	441	527	-16.3	3.2	3.2	941	982	-4.2
Land Rover	1.1	1.0	171	168	1.8	1.2	1.1	344	335	2.7
Leapmotor	0.7	0.3	116	44	163.6	0.8	0.3	244	86	183.7
Lexus	0.5	0.4	71	70	1.4	0.4	0.4	127	116	9.5
Maserati	0.1	0.0	10	8	25.0	0.1	0.0	24	14	71.4
Mazda	1.2	1.5	196	250	-21.6	1.1	1.6	341	500	-31.8
Mercedes-Benz	5.4	7.2	845	1'174	-28.0	6.4	7.3	1'914	2'275	-15.9
MG	2.3	0.9	358	150	138.7	1.9	0.8	551	259	112.7
Mini	1.3	1.9	210	304	-30.9	1.3	1.6	397	495	-19.8
Mitsubishi	0.5	0.6	76	95	-20.0	0.6	0.5	166	168	-1.2
Nissan	0.3	2.9	53	475	-88.8	0.7	2.0	197	606	-67.5
Opel	1.8	1.2	289	189	52.9	1.7	1.3	514	414	24.2
Peugeot	2.9	2.4	454	397	14.4	2.8	2.8	825	869	-5.1
Polestar	0.3	0.6	51	92	-44.6	0.4	0.5	112	141	-20.6
Porsche	2.0	2.1	311	346	-10.1	2.4	2.6	714	814	-12.3
Renault	3.0	5.1	471	820	-42.6	3.4	4.4	1'008	1'355	-25.6
Seat / Cupra	3.8	3.9	591	629	-6.0	3.5	4.3	1'049	1'327	-20.9
Škoda	10.2	9.4	1'600	1'525	4.9	9.6	9.2	2'868	2'866	0.1
Subaru	0.6	0.7	98	106	-7.5	0.5	0.6	135	172	-21.5
Suzuki	1.2	1.9	191	314	-39.2	1.4	1.7	419	531	-21.1
Tesla	1.4	2.1	227	335	-32.2	1.0	1.9	310	575	-46.1
Toyota	5.2	4.9	814	793	2.6	6.1	5.1	1'799	1'587	13.4
Volkswagen	12.6	8.9	1'980	1'443	37.2	11.2	9.0	3'328	2'795	19.1
Volvo	3.6	3.4	568	556	2.2	4.1	3.5	1'211	1'077	12.4
Diverse Marken	1.3	0.9	210	154	36.4	1.5	1.0	456	310	47.1
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>15'697</b>	<b>16'212</b>	<b>-3.2</b>	<b>100.0</b>	<b>100.0</b>	<b>29'724</b>	<b>31'000</b>	<b>-4.1</b>
<b>4 x 4</b>	<b>49.0</b>	<b>49.9</b>	<b>7'684</b>	<b>8'097</b>	<b>-5.1</b>	<b>49.8</b>	<b>50.6</b>	<b>14'808</b>	<b>15'676</b>	<b>-5.5</b>
<b>Benzin</b>	<b>24.3</b>	<b>25.1</b>	<b>3'812</b>	<b>4'071</b>	<b>-6.4</b>	<b>22.8</b>	<b>25.5</b>	<b>6'787</b>	<b>7'893</b>	<b>-14.0</b>
<b>Diesel</b>	<b>5.9</b>	<b>7.9</b>	<b>933</b>	<b>1'274</b>	<b>-26.8</b>	<b>6.1</b>	<b>8.0</b>	<b>1'806</b>	<b>2'495</b>	<b>-27.6</b>
Hybrid HEV + MHEV	38.3	37.0	6'009	6'000	0.2	38.9	37.0	11'566	11'478	0.8
Plug-In PHEV* + REX	11.7	9.0	1'829	1'462	25.1	11.9	9.1	3'538	2'817	25.6
Elektrisch/BEV	19.8	21.0	3'113	3'402	-8.5	20.3	20.4	6'026	6'312	-4.5
CNG	0.0	-	1	-	-	0.0	-	1	-	-
Wasserstoff/Elektrisch	-	0.0	-	1	-100.0	-	0.0	-	2	-100.0
Diverse	-	0.0	-	2	-100.0	-	0.0	-	3	-100.0
<b>Summe Übrige</b>	<b>69.8</b>	<b>67.0</b>	<b>10'952</b>	<b>10'867</b>	<b>0.8</b>	<b>71.1</b>	<b>66.5</b>	<b>21'131</b>	<b>20'612</b>	<b>2.5</b>

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 02.03.2026