

Januar - August 2025
janvier - août 2025

Stichtag / date de référence: 31.08.2025/lc

Marken / marques	Marktanteil % part du marché %					Marktanteil % part du marché %				
	Aug. 2025	Aug. 2024	Aug. 2025	Aug. 2024	+/- %	Kum. 2025	Kum. 2024	Kum. 2025	Kum. 2024	+/- %
Alfa Romeo	0.4	0.2	67	36	86.1	0.4	0.4	622	548	13.5
Alpine	0.2	0.0	25	7	257.1	0.2	0.1	251	85	195.3
Aston Martin	0.0	0.1	6	20	-70.0	0.1	0.1	102	142	-28.2
Audi	7.2	7.7	1'160	1'219	-4.8	7.4	7.0	10'955	10'916	0.4
BMW	10.1	9.1	1'624	1'442	12.6	9.6	9.3	14'282	14'475	-1.3
BMW Alpina	0.0	0.0	6	5	20.0	0.0	0.0	44	46	-4.3
BYD	0.4	0.0	72	5	1'340.0	0.2	0.0	329	21	1'466.7
Cadillac	0.0	0.1	4	11	-63.6	0.0	0.1	43	78	-44.9
Citroën	1.8	0.8	283	120	135.8	1.1	1.2	1'620	1'836	-11.8
Dacia	4.2	3.9	676	620	9.0	3.7	3.3	5'526	5'183	6.6
DS Automobiles	0.1	0.1	15	15	-	0.1	0.1	147	197	-25.4
Fiat	0.8	1.1	126	180	-30.0	0.6	1.6	917	2'479	-63.0
Ford	2.6	3.2	422	515	-18.1	2.7	3.2	4'012	5'037	-20.3
Genesis	0.1	0.1	20	15	33.3	0.1	0.1	198	204	-2.9
Honda	1.1	0.9	176	143	23.1	1.1	1.4	1'620	2'122	-23.7
Hyundai	3.1	4.2	505	672	-24.9	4.0	3.6	5'980	5'613	6.5
Jaguar	0.1	0.2	11	35	-68.6	0.1	0.1	145	222	-34.7
Jeep	0.7	1.0	113	153	-26.1	0.5	0.6	783	877	-10.7
KGMM / SsangYong	0.2	0.1	31	21	47.6	0.2	0.2	292	335	-12.8
Kia	3.4	3.8	556	605	-8.1	2.8	2.8	4'196	4'393	-4.5
Land Rover	0.9	1.0	148	158	-6.3	1.0	1.1	1'459	1'732	-15.8
Leapmotor	0.3	-	55	-	-	0.3	-	413	-	-
Lexus	0.3	0.5	54	77	-29.9	0.3	0.4	520	645	-19.4
Maserati	0.1	0.1	20	19	5.3	0.1	0.2	134	250	-46.4
Mazda	0.9	1.2	151	194	-22.2	1.4	1.8	2'026	2'841	-28.7
Mercedes-Benz	7.7	9.0	1'246	1'439	-13.4	8.0	8.2	11'863	12'685	-6.5
MG	1.5	0.4	250	58	331.0	1.3	0.2	1'921	243	690.5
Mini	1.6	1.0	259	157	65.0	1.9	1.3	2'783	1'961	41.9
Mitsubishi	0.8	1.1	130	178	-27.0	0.7	1.1	1'027	1'732	-40.7
Nissan	0.3	0.9	45	141	-68.1	1.4	1.1	2'037	1'746	16.7
Opel	1.7	1.2	267	192	39.1	1.5	1.5	2'209	2'352	-6.1
Peugeot	2.3	2.8	376	450	-16.4	2.4	2.2	3'546	3'420	3.7
Polestar	0.4	0.4	69	57	21.1	0.5	0.2	735	323	127.6
Porsche	1.7	1.7	277	272	1.8	2.2	2.4	3'238	3'785	-14.5
Renault	4.6	3.3	738	522	41.4	4.2	3.6	6'186	5'563	11.2
Seat / Cupra	3.9	4.4	634	695	-8.8	4.3	4.0	6'345	6'244	1.6
Škoda	7.7	8.6	1'238	1'374	-9.9	9.1	8.8	13'549	13'622	-0.5
Subaru	0.4	0.6	69	92	-25.0	0.5	0.6	784	1'001	-21.7
Suzuki	1.1	1.8	180	285	-36.8	1.6	1.9	2'411	2'958	-18.5
Toyota	6.4	5.7	1'038	905	14.7	5.0	5.5	7'512	8'610	-12.8
Volkswagen	11.8	8.7	1'896	1'390	36.4	10.4	9.6	15'536	14'931	4.1
Volvo	3.4	4.1	548	651	-15.8	3.5	3.9	5'271	6'143	-14.2
Diverse Marken	3.4	4.9	550	782	-29.7	3.6	5.1	5'329	7'979	-33.2
Total	100.0	100.0	16'136	15'927	1.3	100.0	100.0	148'898	155'575	-4.3
4 x 4	48.6	50.6	7'836	8'056	-2.7	50.1	51.8	74'607	80'653	-7.5
Benzin	24.0	26.8	3'873	4'261	-9.1	24.8	30.8	36'906	47'913	-23.0
Diesel	7.3	8.9	1'177	1'410	-16.5	7.4	10.0	11'049	15'508	-28.8
Hybrid HEV + MHEV	36.2	35.2	5'840	5'604	4.2	36.5	32.4	54'403	50'483	7.8
Plug-In PHEV* + REX	12.3	7.7	1'989	1'231	61.6	10.7	8.6	15'987	13'414	19.2
Elektrisch/BEV	20.2	21.5	3'257	3'421	-4.8	20.5	18.2	30'543	28'242	8.1
CNG	-	-	-	-	-	0.0	0.0	2	4	-50.0
Wasserstoff/Elektrisch	-	-	-	-	-	0.0	0.0	3	9	-66.7
Diverse	-	-	-	-	-	0.0	0.0	5	2	150.0
Summe Übrige	68.7	64.4	11'086	10'256	8.1	67.8	59.2	100'943	92'154	9.5

PHEV* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe
Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.09.2025