

Januar - April 2026
janvier - avril 2026

Stichtag / date de référence: 30.04.2026/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %		
	Apr. 2026	Apr. 2025	+/- %	Kum. 2026	Kum. 2025	+/- %	Kum. 2026	Kum. 2025	+/- %
Alfa Romeo	0.3	0.4	-30.0	49	70	-30.0	0.4	0.4	-9.1
Alpine	0.3	0.2	33.3	48	36	33.3	0.2	0.1	23.1
Aston Martin	0.1	0.1	26.7	19	15	26.7	0.1	0.1	13.1
Audi	6.4	8.2	-21.3	1'199	1'523	-21.3	7.1	7.6	-6.2
BMW	8.3	11.1	-25.4	1'551	2'080	-25.4	9.1	9.9	-7.8
BMW Alpina	0.0	0.1	-50.0	5	10	-50.0	0.0	0.0	13.0
BYD	3.0	0.1	3'864.3	555	14	3'864.3	1.9	0.1	1'450.6
Cadillac	-	0.0	-100.0	-	1	-100.0	0.0	0.0	-56.0
Citroën	1.3	1.0	29.8	248	191	29.8	1.5	1.0	45.4
Dacia	2.8	3.6	-20.7	526	663	-20.7	3.4	3.6	-5.9
DS Automobiles	0.1	0.1	4.0	26	25	4.0	0.1	0.1	11.8
Fiat	0.8	0.6	36.2	143	105	36.2	0.9	0.6	51.2
Ford	2.3	2.6	-10.6	437	489	-10.6	2.2	2.9	-22.3
Genesis	0.1	0.2	-3.6	27	28	-3.6	0.2	0.1	45.0
Honda	1.1	1.1	0.5	211	210	0.5	1.1	1.0	12.0
Hyundai	3.5	4.0	-13.2	651	750	-13.2	3.0	4.4	-30.3
Jaguar	0.0	0.1	-95.2	1	21	-95.2	0.0	0.1	-97.5
Jeep	0.5	0.5	-6.7	84	90	-6.7	0.6	0.4	40.5
KGM / SsangYong	0.2	0.2	-	34	34	-	0.2	0.2	23.3
Kia	2.0	2.8	-27.9	379	526	-27.9	2.7	2.9	-8.2
Land Rover	1.0	1.3	-19.1	195	241	-19.1	1.1	1.1	-0.7
Leapmotor	0.8	0.3	178.4	142	51	178.4	0.7	0.2	197.7
Lexus	0.2	0.4	-30.3	46	66	-30.3	0.3	0.3	-7.9
Maserati	0.1	0.1	-20.0	16	20	-20.0	0.1	0.1	28.6
Mazda	1.7	1.4	15.3	309	268	15.3	1.8	1.6	10.2
Mercedes-Benz	8.5	8.1	5.0	1'584	1'509	5.0	7.2	7.7	-6.2
MG	1.8	1.3	38.5	331	239	38.5	2.0	1.1	74.0
Mini	1.4	2.0	-27.9	269	373	-27.9	1.3	1.8	-26.2
Mitsubishi	0.6	0.4	40.2	115	82	40.2	0.7	0.7	-4.8
Nissan	0.2	0.2	41.9	44	31	41.9	0.7	2.4	-70.2
Opel	1.5	1.3	10.9	274	247	10.9	1.7	1.3	33.9
Peugeot	1.9	2.1	-7.2	360	388	-7.2	2.2	2.5	-9.5
Polestar	0.4	0.4	5.1	83	79	5.1	0.4	0.5	-2.1
Porsche	2.0	2.4	-16.5	380	455	-16.5	2.2	2.5	-9.5
Renault	4.0	3.8	6.1	752	709	6.1	3.6	4.2	-12.7
Seat / Cupra	3.8	4.3	-13.3	700	807	-13.3	3.4	4.1	-15.8
Škoda	11.1	9.3	18.8	2'071	1'743	18.8	9.8	9.0	9.1
Subaru	0.6	0.5	9.0	109	100	9.0	0.5	0.5	-9.0
Suzuki	1.8	1.9	-4.5	340	356	-4.5	1.5	1.8	-13.9
Tesla	1.4	1.2	15.0	261	227	15.0	1.7	2.1	-15.0
Toyota	5.5	5.1	7.5	1'022	951	7.5	5.7	5.0	15.1
Volkswagen	10.4	10.6	-2.3	1'935	1'981	-2.3	11.0	9.6	15.0
Volvo	3.7	3.4	6.5	685	643	6.5	3.7	3.3	13.3
Diverse Marken	2.2	1.2	85.3	402	217	85.3	1.8	1.0	78.6
Total	100.0	100.0	-0.2	18'618	18'664	-0.2	100.0	100.0	0.3
4 x 4	53.6	50.5	5.9	9'980	9'421	5.9	51.7	50.9	2.0
Benzin	21.7	26.9	-19.6	4'040	5'027	-19.6	22.0	25.6	-13.8
Diesel	5.3	7.2	-26.6	984	1'340	-26.6	5.6	7.6	-26.7
Hybrid HEV + MHEV	35.5	36.7	-3.4	6'611	6'841	-3.4	37.8	37.2	1.8
Plug-In PHEV* + REX	12.3	10.6	16.4	2'299	1'975	16.4	12.2	9.6	27.0
Elektrisch/BEV	25.2	18.6	34.6	4'683	3'480	34.6	22.5	19.9	13.3
CNG	-	-	-	-	-	-	0.0	0.0	-
Wasserstoff/Elektrisch	0.0	0.0	-	1	1	-	0.0	0.0	-66.7
Diverse	-	-	-	-	-	-	-	0.0	3
Summe Übrige	73.0	65.9	10.5	13'594	12'297	10.5	72.5	66.8	8.8

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.05.2026