

Januar - September 2025
janvier - septembre 2025

Stichtag / date de référence: 30.09.2025/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			+/- %
	Sep. 2025	Sep. 2024	Sep. 2025	Sep. 2024	+/- %	Kum. 2025	Kum. 2024	Kum. 2025	Kum. 2024	
Alfa Romeo	0.6	0.4	117	78	50.0	0.4	0.4	739	626	18.1
Alpine	0.1	0.0	26	8	225.0	0.2	0.1	277	93	197.8
Aston Martin	0.1	0.1	17	12	41.7	0.1	0.1	119	154	-22.7
Audi	7.5	8.2	1'494	1'656	-9.8	7.4	7.2	12'449	12'572	-1.0
BMW	7.5	9.3	1'505	1'868	-19.4	9.3	9.3	15'787	16'343	-3.4
BMW Alpina	0.0	0.0	10	7	42.9	0.0	0.0	54	53	1.9
BYD	0.9	0.0	188	8	2'250.0	0.3	0.0	517	29	1'682.8
Cadillac	0.1	0.1	14	13	7.7	0.0	0.1	57	91	-37.4
Citroën	1.4	1.3	288	268	7.5	1.1	1.2	1'908	2'104	-9.3
Dacia	3.5	2.8	710	570	24.6	3.7	3.3	6'236	5'753	8.4
DS Automobiles	0.1	0.1	14	27	-48.1	0.1	0.1	161	224	-28.1
Fiat	0.7	0.9	131	174	-24.7	0.6	1.5	1'048	2'653	-60.5
Ford	2.1	3.2	422	646	-34.7	2.6	3.2	4'434	5'683	-22.0
Genesis	0.1	0.1	18	28	-35.7	0.1	0.1	216	232	-6.9
Honda	1.0	1.0	208	197	5.6	1.1	1.3	1'828	2'319	-21.2
Hyundai	3.5	3.9	700	776	-9.8	4.0	3.6	6'680	6'389	4.6
Jaguar	0.0	0.1	10	26	-61.5	0.1	0.1	155	248	-37.5
Jeep	0.8	0.7	170	149	14.1	0.6	0.6	953	1'026	-7.1
KGM / SsangYong	0.2	0.2	50	36	38.9	0.2	0.2	342	371	-7.8
Kia	3.1	3.1	628	629	-0.2	2.9	2.9	4'824	5'022	-3.9
Land Rover	0.5	0.8	92	156	-41.0	0.9	1.1	1'551	1'888	-17.8
Leapmotor	0.4	-	82	-	-	0.3	-	495	-	-
Lexus	0.2	0.5	40	91	-56.0	0.3	0.4	560	736	-23.9
Maserati	0.1	0.1	14	20	-30.0	0.1	0.2	148	270	-45.2
Mazda	1.0	1.3	209	256	-18.4	1.3	1.8	2'235	3'097	-27.8
Mercedes-Benz	9.5	8.7	1'894	1'756	7.9	8.1	8.2	13'757	14'441	-4.7
MG	2.2	0.3	433	70	518.6	1.4	0.2	2'354	313	652.1
Mini	1.1	1.5	227	309	-26.5	1.8	1.3	3'010	2'270	32.6
Mitsubishi	0.8	1.2	167	233	-28.3	0.7	1.1	1'194	1'965	-39.2
Nissan	0.3	0.9	64	174	-63.2	1.2	1.1	2'101	1'920	9.4
Opel	1.7	1.1	348	221	57.5	1.5	1.5	2'557	2'573	-0.6
Peugeot	2.0	2.5	401	498	-19.5	2.3	2.2	3'947	3'918	0.7
Polestar	0.5	0.4	93	83	12.0	0.5	0.2	828	406	103.9
Porsche	1.6	1.5	320	293	9.2	2.1	2.3	3'558	4'078	-12.8
Renault	3.1	3.0	620	598	3.7	4.0	3.5	6'806	6'161	10.5
Seat / Cupra	4.0	3.3	811	670	21.0	4.2	3.9	7'156	6'914	3.5
Škoda	9.4	9.5	1'889	1'908	-1.0	9.1	8.8	15'438	15'530	-0.6
Subaru	0.7	1.0	144	196	-26.5	0.5	0.7	928	1'197	-22.5
Suzuki	1.4	2.0	271	405	-33.1	1.6	1.9	2'682	3'363	-20.2
Toyota	5.4	5.2	1'072	1'044	2.7	5.1	5.5	8'584	9'654	-11.1
Volkswagen	10.7	10.1	2'152	2'040	5.5	10.5	9.7	17'688	16'971	4.2
Volvo	3.8	3.6	759	730	4.0	3.6	3.9	6'030	6'873	-12.3
Diverse Marken	6.0	6.1	1'207	1'228	-1.7	3.9	5.2	6'536	9'207	-29.0
Total	100.0	100.0	20'029	20'155	-0.6	100.0	100.0	168'927	175'730	-3.9
4 x 4	50.6	53.0	10'132	10'676	-5.1	50.2	52.0	84'739	91'329	-7.2
Benzin	21.8	26.0	4'369	5'232	-16.5	24.4	30.2	41'275	53'145	-22.3
Diesel	5.6	8.4	1'121	1'683	-33.4	7.2	9.8	12'170	17'191	-29.2
Hybrid HEV + MHEV	34.0	34.6	6'805	6'972	-2.4	36.2	32.7	61'208	57'455	6.5
Plug-In PHEV* + REX	12.7	8.5	2'553	1'704	49.8	11.0	8.6	18'540	15'118	22.6
Elektrisch/BEV	25.9	22.6	5'182	4'560	13.6	21.1	18.7	35'725	32'802	8.9
CNG	-0.0	-	-2	-	-	-	0.0	-	4	-100.0
Wasserstoff/Elektrisch	-	0.0	-	1	-100.0	0.0	0.0	3	10	-70.0
Diverse	0.0	0.0	1	3	-66.7	0.0	0.0	6	5	20.0
Summe Übrige	72.6	65.7	14'539	13'240	9.8	68.4	60.0	115'482	105'394	9.6

PHEV* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe
Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.10.2025