

Januar - Juli 2025
janvier - juillet 2025

Stichtag / date de référence: 31.07.2025/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			+/- %
	Jul. 2025	Jul. 2024	Jul. 2025	Jul. 2024	+/- %	Kum. 2025	Kum. 2024	Kum. 2025	Kum. 2024	
Alfa Romeo	0.5	0.3	94	48	95.8	0.4	0.4	555	512	8.4
Alpine	0.2	0.1	40	10	300.0	0.2	0.1	226	78	189.7
Aston Martin	0.1	0.1	10	12	-16.7	0.1	0.1	96	122	-21.3
Audi	6.9	8.4	1'356	1'555	-12.8	7.4	6.9	9'795	9'697	1.0
BMW	8.2	8.3	1'615	1'534	5.3	9.5	9.3	12'658	13'033	-2.9
BMW Alpina	0.0	0.0	9	2	350.0	0.0	0.0	38	41	-7.3
BYD	0.4	0.1	77	16	381.3	0.2	0.0	257	16	1'506.3
Cadillac	0.0	0.0	3	8	-62.5	0.0	0.0	39	67	-41.8
Citroën	1.2	1.2	227	213	6.6	1.0	1.2	1'337	1'716	-22.1
Dacia	4.4	3.0	857	545	57.2	3.7	3.3	4'850	4'563	6.3
DS Automobiles	0.1	0.1	15	14	7.1	0.1	0.1	132	182	-27.5
Fiat	0.7	1.3	136	238	-42.9	0.6	1.6	791	2'299	-65.6
Ford	2.8	3.4	542	626	-13.4	2.7	3.2	3'590	4'522	-20.6
Genesis	0.1	0.1	21	22	-4.5	0.1	0.1	178	189	-5.8
Honda	1.0	1.2	201	212	-5.2	1.1	1.4	1'444	1'979	-27.0
Hyundai	4.2	4.2	815	766	6.4	4.1	3.5	5'475	4'941	10.8
Jaguar	0.1	0.1	13	15	-13.3	0.1	0.1	134	187	-28.3
Jeep	0.9	1.0	174	189	-7.9	0.5	0.5	670	724	-7.5
KGM / SsangYong	0.3	0.2	56	40	40.0	0.2	0.2	261	314	-16.9
Kia	2.5	2.1	489	393	24.4	2.7	2.7	3'640	3'788	-3.9
Land Rover	0.8	1.2	154	226	-31.9	1.0	1.1	1'311	1'574	-16.7
Leapmotor	0.5	-	99	-	-	0.3	-	358	-	-
Lexus	0.5	0.5	100	88	13.6	0.4	0.4	466	568	-18.0
Maserati	0.1	0.3	23	50	-54.0	0.1	0.2	114	231	-50.6
Mazda	0.9	1.6	185	294	-37.1	1.4	1.9	1'875	2'647	-29.2
Mercedes-Benz	8.0	8.8	1'573	1'624	-3.1	8.0	8.1	10'617	11'246	-5.6
MG	2.1	0.7	410	126	225.4	1.3	0.1	1'671	185	803.2
Mini	1.8	1.0	352	192	83.3	1.9	1.3	2'524	1'804	39.9
Mitsubishi	0.6	1.0	117	177	-33.9	0.7	1.1	897	1'554	-42.3
Nissan	0.3	0.6	53	113	-53.1	1.5	1.1	1'992	1'605	24.1
Opel	1.7	1.6	342	300	14.0	1.5	1.5	1'942	2'160	-10.1
Peugeot	2.3	2.7	450	494	-8.9	2.4	2.1	3'170	2'970	6.7
Polestar	0.3	0.4	63	71	-11.3	0.5	0.2	666	266	150.4
Porsche	2.0	2.0	397	368	7.9	2.2	2.5	2'961	3'513	-15.7
Renault	3.5	3.9	696	721	-3.5	4.1	3.6	5'448	5'041	8.1
Seat / Cupra	3.9	4.2	759	770	-1.4	4.3	4.0	5'711	5'549	2.9
Škoda	9.5	7.8	1'872	1'446	29.5	9.3	8.8	12'311	12'248	0.5
Subaru	0.4	0.9	88	162	-45.7	0.5	0.7	715	909	-21.3
Suzuki	1.1	1.8	213	326	-34.7	1.7	1.9	2'231	2'673	-16.5
Toyota	5.5	5.5	1'080	1'013	6.6	4.9	5.5	6'474	7'705	-16.0
Volkswagen	11.3	10.9	2'213	2'001	10.6	10.3	9.7	13'640	13'541	0.7
Volvo	4.7	4.6	914	855	6.9	3.6	3.9	4'723	5'492	-14.0
Diverse Marken	3.7	3.0	726	555	30.8	3.6	5.2	4'779	7'197	-33.6
Total	100.0	100.0	19'629	18'430	6.5	100.0	100.0	132'762	139'648	-4.9
4 x 4	50.4	50.0	9'889	9'210	7.4	50.3	52.0	66'771	72'597	-8.0
Benzin	23.9	28.5	4'689	5'252	-10.7	24.9	31.3	33'033	43'652	-24.3
Diesel	7.9	10.2	1'553	1'877	-17.3	7.4	10.1	9'872	14'098	-30.0
Hybrid HEV + MHEV	35.1	34.3	6'897	6'313	9.3	36.6	32.1	48'563	44'879	8.2
Plug-In PHEV* + REX	12.3	8.4	2'406	1'553	54.9	10.5	8.7	13'998	12'183	14.9
Elektrisch/BEV	20.8	18.6	4'083	3'434	18.9	20.6	17.8	27'286	24'821	9.9
CNG	-	-	-	-	-	0.0	0.0	2	4	-50.0
Wasserstoff/Elektrisch	-	0.0	-	1	-100.0	0.0	0.0	3	9	-66.7
Diverse	0.0	-	1	-	-	0.0	0.0	5	2	150.0
Summe Übrige	68.2	61.3	13'387	11'301	18.5	67.7	58.6	89'857	81'898	9.7

PHEV* inkl. Parallel-, ohne Direktimport / incl. importation parallèle, exclu. importation directe
Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 04.08.2025