

Januar - Oktober 2025
janvier - octobre 2025

Stichtag / date de référence: 31.10.2025/lc

Marken / marques	Marktanteil % part du marché %					Marktanteil % part du marché %				
	Okt. 2025	Okt. 2024	Okt. 2025	Okt. 2024	+/- %	Kum. 2025	Kum. 2024	Kum. 2025	Kum. 2024	+/- %
Alfa Romeo	0.5	0.3	101	64	57.8	0.4	0.4	840	690	21.7
Alpine	0.1	0.0	16	7	128.6	0.2	0.1	293	100	193.0
Aston Martin	0.1	0.1	10	13	-23.1	0.1	0.1	129	167	-22.8
Audi	8.0	8.3	1'484	1'562	-5.0	7.4	7.3	13'933	14'134	-1.4
BMW	8.6	8.9	1'593	1'663	-4.2	9.3	9.3	17'380	18'006	-3.5
BMW Alpina	0.0	0.0	4	5	-20.0	0.0	0.0	58	58	-
BYD	0.8	0.0	141	5	2'720.0	0.4	0.0	658	34	1'835.3
Cadillac	0.0	0.0	3	9	-66.7	0.0	0.1	60	100	-40.0
Citroën	1.3	0.9	236	168	40.5	1.1	1.2	2'144	2'272	-5.6
Dacia	4.3	3.8	790	720	9.7	3.7	3.3	7'026	6'473	8.5
DS Automobiles	0.2	0.1	35	28	25.0	0.1	0.1	196	252	-22.2
Fiat	0.9	1.3	163	246	-33.7	0.6	1.5	1'211	2'899	-58.2
Ford	2.7	3.0	501	557	-10.1	2.6	3.2	4'935	6'240	-20.9
Genesis	0.1	0.4	23	71	-67.6	0.1	0.2	239	303	-21.1
Honda	1.1	1.2	204	216	-5.6	1.1	1.3	2'032	2'535	-19.8
Hyundai	3.9	4.1	723	777	-6.9	4.0	3.7	7'403	7'166	3.3
Jaguar	0.0	0.1	2	21	-90.5	0.1	0.1	157	269	-41.6
Jeep	0.6	0.7	116	133	-12.8	0.6	0.6	1'069	1'159	-7.8
KGM / SsangYong	0.2	0.1	38	26	46.2	0.2	0.2	380	397	-4.3
Kia	2.8	2.7	509	505	0.8	2.8	2.8	5'333	5'527	-3.5
Land Rover	0.6	0.8	118	158	-25.3	0.9	1.1	1'669	2'046	-18.4
Leapmotor	0.6	-	113	-	-	0.3	-	608	-	-
Lexus	0.3	0.5	64	87	-26.4	0.3	0.4	624	823	-24.2
Maserati	0.1	0.1	20	19	5.3	0.1	0.1	169	289	-41.5
Mazda	0.9	1.6	174	308	-43.5	1.3	1.8	2'409	3'405	-29.3
Mercedes-Benz	7.8	9.6	1'441	1'803	-20.1	8.1	8.4	15'198	16'244	-6.4
MG	1.7	0.5	307	102	201.0	1.4	0.2	2'661	415	541.2
Mini	1.0	1.2	186	229	-18.8	1.7	1.3	3'196	2'499	27.9
Mitsubishi	0.7	0.7	133	125	6.4	0.7	1.1	1'327	2'090	-36.5
Nissan	0.2	0.5	30	96	-68.8	1.1	1.0	2'131	2'016	5.7
Opel	1.7	1.1	307	201	52.7	1.5	1.4	2'864	2'774	3.2
Peugeot	2.3	2.3	423	439	-3.6	2.3	2.2	4'370	4'357	0.3
Polestar	0.4	0.3	76	54	40.7	0.5	0.2	904	460	96.5
Porsche	1.9	2.1	348	395	-11.9	2.1	2.3	3'906	4'473	-12.7
Renault	4.0	3.7	729	686	6.3	4.0	3.5	7'535	6'847	10.0
Seat / Cupra	3.7	4.0	689	754	-8.6	4.2	3.9	7'845	7'668	2.3
Škoda	11.1	9.5	2'057	1'786	15.2	9.3	8.9	17'495	17'316	1.0
Subaru	0.4	0.4	72	70	2.9	0.5	0.7	1'000	1'267	-21.1
Suzuki	1.7	1.9	313	364	-14.0	1.6	1.9	2'995	3'727	-19.6
Toyota	5.0	6.6	915	1'242	-26.3	5.1	5.6	9'499	10'896	-12.8
Volkswagen	11.1	9.8	2'054	1'829	12.3	10.5	9.7	19'742	18'800	5.0
Volvo	4.3	3.9	789	726	8.7	3.6	3.9	6'819	7'599	-10.3
Diverse Marken	2.2	2.6	401	484	-17.1	3.7	5.0	6'936	9'691	-28.4
Total	100.0	100.0	18'451	18'753	-1.6	100.0	100.0	187'378	194'483	-3.7
4 x 4	50.1	52.1	9'246	9'764	-5.3	50.2	52.0	93'985	101'093	-7.0
Benzin	23.3	26.4	4'305	4'960	-13.2	24.3	29.9	45'580	58'105	-21.6
Diesel	6.4	8.6	1'173	1'605	-26.9	7.1	9.7	13'343	18'796	-29.0
Hybrid HEV + MHEV	34.9	36.6	6'443	6'861	-6.1	36.1	33.1	67'636	64'316	5.2
Plug-In PHEV* + REX	12.8	9.4	2'355	1'763	33.6	11.2	8.7	20'910	16'881	23.9
Elektrisch/BEV	22.6	19.0	4'175	3'564	17.1	21.3	18.7	39'900	36'366	9.7
CNG	-	-	-	-	-	-	0.0	-	4	-100.0
Wasserstoff/Elektrisch	0.0	-	1	-	-	0.0	0.0	4	10	-60.0
Diverse	-0.0	-	-1	-	-	0.0	0.0	5	5	-
Summe Übrige	70.3	65.0	12'973	12'188	6.4	68.6	60.5	128'455	117'582	9.2

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 03.11.2025