

Januar - Juni 2024  
janvier - juin 2024

Stichtag / date de référence: 30.06.2024/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			
	Jun. 2024	Jun. 2023	Jun. 2024	Jun. 2023	+/- %	Kum. 2024	Kum. 2023	Kum. 2024	Kum. 2023	+/- %
Aiways	0.0	0.0	6	1	500.0	0.0	0.0	49	25	96.0
Alfa Romeo	0.4	0.9	99	217	-54.4	0.4	0.6	464	797	-41.8
Alpine	0.0	0.1	11	25	-56.0	0.1	0.0	68	61	11.5
Aston Martin	0.1	0.1	24	17	41.2	0.1	0.1	110	75	46.7
Audi	7.4	7.5	1'677	1'881	-10.8	6.7	8.2	8'142	10'188	-20.1
BMW	9.3	7.6	2'119	1'926	10.0	9.5	8.1	11'499	10'042	14.5
BMW Alpina	0.0	0.0	6	7	-14.3	0.0	0.0	39	40	-2.5
Cadillac	0.1	0.0	30	12	150.0	0.0	0.0	59	44	34.1
Citroën	1.2	1.3	262	318	-17.6	1.2	1.1	1'503	1'415	6.2
Dacia	3.2	2.7	715	681	5.0	3.3	3.2	4'018	3'933	2.2
DS Automobiles	0.1	0.3	25	71	-64.8	0.1	0.3	168	348	-51.7
Fiat	1.5	1.8	336	443	-24.2	1.7	1.6	2'061	2'032	1.4
Ford	2.9	3.9	663	981	-32.4	3.2	4.3	3'896	5'360	-27.3
Genesis	0.1	0.3	22	80	-72.5	0.1	0.3	167	341	-51.0
Honda	1.0	0.7	219	187	17.1	1.5	0.8	1'767	1'010	75.0
Hyundai	3.2	3.1	728	771	-5.6	3.4	3.3	4'175	4'068	2.6
Jaguar	0.1	0.1	27	30	-10.0	0.1	0.2	172	207	-16.9
Jeep	0.2	0.8	43	214	-79.9	0.4	1.0	535	1'197	-55.3
KGM / SsangYong	0.2	0.1	44	33	33.3	0.2	0.1	274	134	104.5
Kia	3.0	2.8	685	710	-3.5	2.8	2.7	3'395	3'298	2.9
Land Rover	1.0	0.8	230	203	13.3	1.1	0.8	1'348	981	37.4
Lexus	0.4	0.4	85	98	-13.3	0.4	0.3	480	329	45.9
Maserati	0.1	0.3	23	67	-65.7	0.1	0.3	181	312	-42.0
Mazda	2.1	1.8	479	442	8.4	1.9	1.9	2'353	2'301	2.3
Mercedes-Benz	8.4	7.9	1'898	1'985	-4.4	7.9	8.3	9'622	10'235	-6.0
MG	0.0	-	4	-	-	0.0	-	16	-	-
Mini	1.2	1.5	269	385	-30.1	1.3	1.6	1'612	2'027	-20.5
Mitsubishi	0.9	0.8	194	196	-1.0	1.1	0.8	1'377	943	46.0
Nissan	1.4	1.5	308	378	-18.5	1.2	1.3	1'492	1'581	-5.6
Opel	1.3	1.9	302	481	-37.2	1.5	1.6	1'860	1'995	-6.8
Peugeot	1.8	1.8	411	444	-7.4	2.0	2.2	2'476	2'715	-8.8
Polestar	0.3	0.3	68	79	-13.9	0.2	0.3	195	375	-48.0
Porsche	1.7	1.6	395	393	0.5	2.6	2.1	3'145	2'543	23.7
Renault	5.7	4.5	1'290	1'125	14.7	3.6	3.5	4'320	4'320	-
Seat / Cupra	4.6	4.8	1'049	1'216	-13.7	3.9	4.9	4'779	6'099	-21.6
Škoda	8.1	8.1	1'848	2'043	-9.5	8.9	8.6	10'802	10'606	1.8
Smart	0.3	0.1	76	34	123.5	0.4	0.1	466	142	228.2
Subaru	0.6	0.7	126	188	-33.0	0.6	0.7	747	849	-12.0
Suzuki	2.3	2.5	521	636	-18.1	1.9	1.9	2'347	2'337	0.4
Tesla	4.2	5.4	962	1'374	-30.0	4.3	3.5	5'197	4'330	20.0
Toyota	5.5	4.8	1'237	1'201	3.0	5.5	5.4	6'692	6'689	0.0
Volvo	3.7	3.2	833	798	4.4	3.8	3.0	4'637	3'768	23.1
Volkswagen	9.5	10.6	2'158	2'681	-19.5	9.5	10.4	11'540	12'851	-10.2
Diverse Marken	0.8	0.6	182	162	12.3	0.8	0.7	973	809	20.3
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>22'689</b>	<b>25'214</b>	<b>-10.0</b>	<b>100.0</b>	<b>100.0</b>	<b>121'218</b>	<b>123'752</b>	<b>-2.0</b>
<b>4 x 4</b>	<b>50.8</b>	<b>50.3</b>	<b>11'535</b>	<b>12'674</b>	<b>-9.0</b>	<b>52.3</b>	<b>50.4</b>	<b>63'387</b>	<b>62'317</b>	<b>1.7</b>
<b>Benzin</b>	<b>28.6</b>	<b>33.6</b>	<b>6'497</b>	<b>8'476</b>	<b>-23.3</b>	<b>31.7</b>	<b>35.6</b>	<b>38'400</b>	<b>44'081</b>	<b>-12.9</b>
<b>Diesel</b>	<b>9.9</b>	<b>9.7</b>	<b>2'252</b>	<b>2'457</b>	<b>-8.3</b>	<b>10.1</b>	<b>9.6</b>	<b>12'221</b>	<b>11'865</b>	<b>3.0</b>
Hybrid HEV + MHEV	34.9	26.8	7'921	6'748	17.4	31.8	27.4	38'573	33'952	13.6
Plug-In PHEV* + REX	7.9	9.1	1'802	2'302	-21.7	8.8	8.6	10'623	10'633	-0.1
Elektrisch/BEV	18.6	20.7	4'216	5'226	-19.3	17.6	18.7	21'387	23'164	-7.7
CNG	-	0.0	-	4	-100.0	0.0	0.0	4	34	-88.2
Wasserstoff/Elektrisch	-	0.0	-	1	-100.0	0.0	0.0	8	21	-61.9
Diverse	0.0	-	1	-	-	0.0	0.0	2	2	-
<b>Summe Übrige</b>	<b>61.4</b>	<b>56.6</b>	<b>13'940</b>	<b>14'281</b>	<b>-2.4</b>	<b>58.2</b>	<b>54.8</b>	<b>70'597</b>	<b>67'806</b>	<b>4.1</b>

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.07.2024