

Januar - Oktober 2021  
janvier - octobre 2021

Stichtag / date de référence: 31.10.2021/lc

Marken / marques	Marktanteil % part du marché %			Marktanteil % part du marché %			Marktanteil % part du marché %			
	Okt. 2021	Okt. 2020		Okt. 2021	Okt. 2020	+/- %	Kum. 2021	Kum. 2020	+/- %	
Alfa Romeo	0.7	0.8	106	178	-40.4	0.6	0.8	1'144	1'459	-21.6
Alpine	0.1	0.0	12	1	1'100.0	0.0	0.0	83	63	31.7
Aston Martin	0.1	0.0	12	8	50.0	0.1	0.1	149	96	55.2
Audi	5.5	7.6	832	1'597	-47.9	7.1	6.1	13'914	11'257	23.6
BMW	9.4	8.3	1'422	1'748	-18.6	8.8	8.8	17'250	16'316	5.7
BMW Alpina	0.0	0.0	6	8	-25.0	0.0	0.0	75	42	78.6
Citroën	1.4	1.3	210	263	-20.2	1.4	1.5	2'797	2'827	-1.1
Dacia	2.3	3.6	353	755	-53.2	2.4	2.7	4'629	5'062	-8.6
DS Automobiles	0.4	0.2	57	38	50.0	0.2	0.2	361	446	-19.1
Fiat	2.6	3.0	388	624	-37.8	2.5	2.7	4'818	4'908	-1.8
Ford	3.5	3.8	522	790	-33.9	3.6	4.2	7'066	7'694	-8.2
Genesis	0.0	-	5	-	-	0.0	-	65	-	-
Honda	1.2	1.5	186	317	-41.3	1.0	0.8	2'018	1'526	32.2
Hyundai	5.0	3.4	759	709	7.1	3.3	2.7	6'502	5'071	28.2
Jaguar	0.4	0.3	58	70	-17.1	0.4	0.4	851	767	11.0
Jeep	1.0	1.4	153	303	-49.5	1.2	1.5	2'360	2'772	-14.9
Kia	2.5	1.5	377	314	20.1	1.9	1.5	3'779	2'785	35.7
Land Rover	1.2	1.0	185	209	-11.5	1.0	1.0	1'974	1'892	4.3
Lexus	0.3	0.2	44	34	29.4	0.2	0.3	377	481	-21.6
Maserati	0.2	0.1	27	22	22.7	0.1	0.1	237	168	41.1
Mazda	1.8	2.2	265	458	-42.1	2.1	2.0	4'012	3'651	9.9
Mercedes-Benz	9.8	9.6	1'472	2'018	-27.1	9.2	10.0	18'020	18'486	-2.5
Mini	2.4	2.1	355	440	-19.3	1.9	2.1	3'724	3'881	-4.0
Mitsubishi	1.2	1.0	185	208	-11.1	1.1	1.6	2'105	2'950	-28.6
Nissan	1.6	1.2	235	257	-8.6	1.1	1.2	2'103	2'281	-7.8
Opel	2.4	1.7	360	358	0.6	2.1	2.0	4'096	3'749	9.3
Peugeot	2.2	2.4	328	503	-34.8	2.8	2.8	5'462	5'121	6.7
Porsche	2.2	1.6	338	326	3.7	1.7	1.6	3'263	3'025	7.9
Renault	3.8	4.9	577	1'028	-43.9	3.5	4.9	6'817	9'011	-24.3
Seat / Cupra	3.3	5.3	502	1'107	-54.7	5.5	4.8	10'724	8'909	20.4
Škoda	8.0	8.2	1'205	1'723	-30.1	7.6	8.1	14'841	15'027	-1.2
Smart	0.3	0.1	52	29	79.3	0.2	0.2	317	336	-5.7
SsangYong	0.0	0.0	6	2	200.0	0.0	0.0	25	14	78.6
Subaru	1.1	1.0	161	212	-24.1	0.8	0.7	1'602	1'363	17.5
Suzuki	3.0	2.7	447	576	-22.4	2.4	1.8	4'701	3'379	39.1
Tesla	0.4	0.5	58	103	-43.7	2.2	2.1	4'261	3'814	11.7
Toyota	5.0	3.2	750	674	11.3	4.6	3.8	9'069	7'044	28.7
Volvo	3.2	3.4	477	709	-32.7	3.3	3.5	6'347	6'504	-2.4
Volkswagen	9.4	10.3	1'410	2'153	-34.5	10.9	10.4	21'289	19'165	11.1
Diverse Marken	1.1	1.1	163	103	58.3	1.0	0.6	1'906	1'189	60.3
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>15'060</b>	<b>20'975</b>	<b>-28.2</b>	<b>100.0</b>	<b>100.0</b>	<b>195'133</b>	<b>184'531</b>	<b>5.7</b>
<b>4 x 4</b>	<b>47.0</b>	<b>47.1</b>	<b>7'074</b>	<b>9'877</b>	<b>-28.4</b>	<b>47.2</b>	<b>49.8</b>	<b>92'157</b>	<b>91'947</b>	<b>0.2</b>
<b>Benzin</b>	<b>39.9</b>	<b>48.6</b>	<b>6'005</b>	<b>10'193</b>	<b>-41.1</b>	<b>43.5</b>	<b>52.4</b>	<b>84'923</b>	<b>96'753</b>	<b>-12.2</b>
<b>Diesel</b>	<b>10.2</b>	<b>19.6</b>	<b>1'535</b>	<b>4'102</b>	<b>-62.6</b>	<b>14.0</b>	<b>22.6</b>	<b>27'397</b>	<b>41'692</b>	<b>-34.3</b>
Hybrid HEV + MHEV	24.9	17.3	3'743	3'620	3.4	21.8	12.6	42'568	23'314	82.6
Plug-In PHEV* + REX	10.4	7.3	1'559	1'532	1.8	8.9	5.2	17'356	9'561	81.5
Elektrisch	14.5	7.1	2'191	1'492	46.8	11.6	6.9	22'614	12'661	78.6
CNG	0.2	0.2	24	32	-25.0	0.1	0.3	210	513	-59.1
Wasserstoff/Elektrisch	0.0	0.0	3	4	-25.0	0.0	0.0	59	35	68.6
Diverse	-	-	-	-	-	0.0	0.0	6	2	200.0
<b>Summe Übrige</b>	<b>49.9</b>	<b>31.8</b>	<b>7'520</b>	<b>6'680</b>	<b>12.6</b>	<b>42.4</b>	<b>25.0</b>	<b>82'813</b>	<b>46'086</b>	<b>79.7</b>

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

Quelle, source: auto-schweiz ASTRA/OFROU / MOFIS 01.11.2021