

Marktreport ÖSTERREICH
März 2014



	2014	2013	Differenz [Einheiten]	Differenz [%]
Gesamtmarkt	81.281	80.024	1.257	1,57%

Entwicklung Gesamtmarkt p.M.

	2014	2013	Differenz [Einheiten]	Differenz [%]
Jänner	23.990	27.761	-3.771	-13,58%
Feber	27.589	21.196	6.393	30,16%
März	29.702	31.067	-1.365	-4,39%

Top 10 Hersteller

Hersteller	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz [Einheiten]	Differenz [%]
1 VW	14.595	14.700	17,96%	18,37%	-105	-0,71%
2 Opel	5.623	4.651	6,92%	5,81%	972	20,90%
3 Skoda	5.306	6.294	6,53%	7,87%	-988	-15,70%
4 Hyundai	5.214	4.753	6,41%	5,94%	461	9,70%
5 Audi	5.028	5.021	6,19%	6,27%	7	0,14%
6 Ford	5.015	4.171	6,17%	5,21%	844	20,23%
7 Renault	4.805	4.198	5,91%	5,25%	607	14,46%
8 Seat	3.717	4.128	4,57%	5,16%	-411	-9,96%
9 BMW	3.524	3.699	4,34%	4,62%	-175	-4,73%
10 Mercedes-Benz	3.115	3.080	3,83%	3,85%	35	1,14%
11 Mazda	3.091	2.176	3,80%	2,72%	915	42,05%

Top 10 Modelle

Modelle	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz [Einheiten]	Differenz [%]
1 VW Golf	4.867	4.530	5,99%	5,66%	337	7,44%
2 Skoda Octavia	2.476	2.168	3,05%	2,71%	308	14,21%
3 VW Polo	2.356	2.568	2,90%	3,21%	-212	-8,26%
4 VW Tiguan	1.919	2.098	2,36%	2,62%	-179	-8,53%
5 Hyundai i20	1.748	1.409	2,15%	1,76%	339	24,06%
6 Opel Mokka	1.435	864	1,77%	1,08%	571	66,09%
7 Renault Clio	1.409	1.219	1,73%	1,52%	190	15,59%
8 Ford Focus	1.370	861	1,69%	1,08%	509	59,12%
9 Renault Scénic	1.359	976	1,67%	1,22%	383	39,24%
10 Audi A3	1.328	1.170	1,63%	1,46%	158	13,50%
17 Mazda 3	1.052	388	1,29%	0,48%	664	171,13%
20 CX-5	961	676	1,18%	0,84%	285	42,16%
60 Mazda 2	461	307	0,57%	0,38%	154	50,16%
74 Mazda 6	387	558	0,48%	0,70%	-171	-30,65%
96 Mazda 5	213	220	0,26%	0,27%	-7	-3,18%

Top 10 Herstellerländer

Hersteller	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz [Einheiten]	Differenz [%]
1 Deutschland	37.370	35.825	45,98%	44,77%	1.545	4,31%
2 Frankreich	9.760	8.421	12,01%	10,52%	1.339	15,90%
3 Japan	9.618	10.260	11,83%	12,82%	-642	-6,26%
4 Korea	8.078	7.788	9,94%	9,73%	290	3,72%
5 CZ	5.306	6.294	6,53%	7,87%	-988	-15,70%
6 Spanien	3.717	4.128	4,57%	5,16%	-411	-9,96%
7 Italien	3.201	3.601	3,94%	4,50%	-400	-11,11%
8 Rumänien	1.873	1.437	2,30%	1,80%	436	30,34%
9 GB	1.227	1.276	1,51%	1,59%	-49	-3,84%
10 Schweden	773	771	0,95%	0,96%	2	0,26%

Bundesländer-Ranking

Bundesland	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz [Einheiten]	Differenz [%]
1 Wien	17.595	16.420	21,65%	20,52%	1.175	7,16%
2 Niederösterreich	16.063	15.179	19,76%	18,97%	884	5,82%
3 Oberösterreich	14.027	14.466	17,26%	18,08%	-439	-3,03%
4 Steiermark	10.165	11.133	12,51%	13,91%	-968	-8,69%
5 Tirol	6.706	6.543	8,25%	8,18%	163	2,49%
6 Salzburg	6.332	6.043	7,79%	7,55%	289	4,78%
7 Kärnten	4.365	4.292	5,37%	5,36%	73	1,70%
8 Vorarlberg	3.242	3.145	3,99%	3,93%	97	3,08%
9 Burgenland	2.786	2.803	3,43%	3,50%	-17	-0,61%



