

	2014	2013	Differenz [Einheiten]	Differenz [%]
Gesamtmarkt	137.507	139.925	-2.418	-1,73%

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%
April	29.240	30.807	-1.567	-5,09%
Mai	26.986	29.094	-2.108	-7,25%

Top 10 Hersteller

Hersteller	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz [Einheiten]	Differenz [%]
1 VW	24.562	24.766	17,86%	17,70%	-204	-0,82%
2 Skoda	9.516	9.591	6,92%	6,85%	-75	-0,78%
3 Opel	9.348	8.130	6,80%	5,81%	1.218	14,98%
4 Audi	8.587	8.877	6,24%	6,34%	-290	-3,27%
5 Hyundai	8.561	8.916	6,23%	6,37%	-355	-3,98%
6 Ford	8.552	8.002	6,22%	5,72%	550	6,87%
7 Renault	7.740	7.247	5,63%	5,18%	493	6,80%
8 BMW	6.860	6.797	4,99%	4,86%	63	0,93%
9 Seat	6.238	7.105	4,54%	5,08%	-867	-12,20%
10 Mercedes-Benz	5.245	5.408	3,81%	3,86%	-163	-3,01%
12 Mazda	4.688	4.076	3,41%	2,91%	612	15,01%

Top 10 Modelle

Modelle	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz [Einheiten]	Differenz [%]
1 VW Golf	8.301	7.631	6,04%	5,45%	670	8,78%
2 VW Polo	3.970	4.044	2,89%	2,89%	-74	-1,83%
3 Skoda Octavia	3.896	3.007	2,83%	2,15%	889	29,56%
4 VW Tiguan	3.130	3.816	2,28%	2,73%	-686	-17,98%
5 Hyundai i20	2.666	2.590	1,94%	1,85%	76	2,93%
6 Audi A3	2.359	1.910	1,72%	1,37%	449	23,51%
7 Seat Ibiza	2.221	2.386	1,62%	1,71%	-165	-6,92%
8 Renault Clio	2.158	2.018	1,57%	1,44%	140	6,94%
9 Ford Focus	2.149	1.723	1,56%	1,23%	426	24,72%
10 Renault Scénic	2.146	1.853	1,56%	1,32%	293	15,81%
20 Mazda 3	1.640	794	1,19%	0,57%	846	106,55%
31 Mazda CX-5	1.316	1.055	0,96%	0,75%	261	24,74%
61 Mazda 2	794	677	0,58%	0,48%	117	17,28%
78 Mazda 6	560	1.044	0,41%	0,75%	-484	-46,36%
97 Mazda 5	349	441	0,25%	0,32%	-92	-20,86%

Top 10 Herstellerländer

Herstellerland	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz [Einheiten]	Differenz [%]
1 Deutschland	64.025	62.874	46,56%	44,93%	1.151	1,83%
2 Frankreich	16.139	14.778	11,74%	10,56%	1.361	9,21%
3 Japan	15.600	17.889	11,34%	12,78%	-2.289	-12,80%
4 Korea	13.109	14.712	9,53%	10,51%	-1.603	-10,90%
5 CZ	9.516	9.591	6,92%	6,85%	-75	-0,78%
6 Spanien	6.238	7.105	4,54%	5,08%	-867	-12,20%
7 Italien	5.513	6.372	4,01%	4,55%	-859	-13,48%
8 Rumänien	3.507	2.802	2,55%	2,00%	705	25,16%
9 GB	1.952	2.125	1,42%	1,52%	-173	-8,14%
10 Schweden	1.322	1.324	0,96%	0,95%	-2	-0,15%

Bundesländer-Ranking

Bundesland	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz [Einheiten]	Differenz [%]
1 Wien	29.574	28.867	21,51%	20,63%	707	2,45%
2 Niederösterreich	26.728	26.270	19,44%	18,77%	458	1,74%
3 Oberösterreich	23.646	25.573	17,20%	18,28%	-1.927	-7,54%
4 Steiermark	17.365	18.949	12,63%	13,54%	-1.584	-8,36%
5 Tirol	11.589	11.595	8,43%	8,29%	-6	-0,05%
6 Salzburg	10.899	10.842	7,93%	7,75%	57	0,53%
7 Kärnten	7.303	7.478	5,31%	5,34%	-175	-2,34%
8 Vorarlberg	5.616	5.500	4,08%	3,93%	116	2,11%
9 Burgenland	4.787	4.851	3,48%	3,47%	-64	-1,32%



