

	2014	2013	Differenz (Einheiten)	Differenz (%)
Gesamtmarkt	166.607	171.204	-4.597	-2,69%

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%
Juni	26.986	29.094	-2.108	-7,25%
Juni	29.100	31.279	-2.179	-6,97%

Top 10 Hersteller

Jänner- Juni 2014

Hersteller	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz (Einheiten)	Differenz (%)
1 VW	29.795	30.571	17,88%	17,86%	-776	-2,54%
2 Opel	11.447	10.349	6,87%	6,04%	1.098	10,61%
3 Skoda	11.382	11.535	6,83%	6,74%	-153	-1,33%
4 Hyundai	10.695	10.987	6,42%	6,42%	-292	-2,66%
5 Ford	10.207	10.115	6,13%	5,91%	92	0,91%
6 Audi	10.184	10.413	6,11%	6,08%	-229	-2,20%
7 Renault	9.470	9.317	5,68%	5,44%	153	1,64%
8 BMW	8.412	7.993	5,05%	4,67%	419	5,24%
9 Seat	7.389	8.550	4,43%	4,99%	-1.161	-13,58%
10 Mercedes-Benz	6.473	6.378	3,89%	3,73%	95	1,49%
13 Mazda	5.309	4.974	3,19%	2,91%	335	6,74%

Top 10 Modelle

Jänner- Juni 2014

Modelle	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz (Einheiten)	Differenz (%)
1 VW Golf	10.067	9.433	6,04%	5,51%	634	6,72%
2 VW Polo	4.938	5.306	2,96%	3,10%	-368	-6,94%
3 Skoda Octavia	4.542	3.638	2,73%	2,12%	904	24,85%
4 VW Tiguan	3.991	4.654	2,40%	2,72%	-663	-14,25%
5 Hyundai i20	3.501	3.143	2,10%	1,84%	358	11,39%
6 Renault Clio	2.666	2.581	1,60%	1,51%	85	3,29%
7 Audi A3	2.655	2.197	1,59%	1,28%	458	20,85%
8 Seat Ibiza	2.635	2.829	1,58%	1,65%	-194	-6,86%
9 Skoda Fabia	2.592	3.598	1,56%	2,10%	-1.006	-27,96%
10 Renault Scénic	2.581	2.380	1,55%	1,39%	201	8,45%
23 Mazda 3	1.855	899	1,11%	0,53%	956	106,34%
34 Mazda CX-5	1.471	1.452	0,88%	0,85%	19	1,31%
66 Mazda 2	912	809	0,55%	0,47%	103	12,73%
80 Mazda 6	614	1.199	0,37%	0,70%	-585	-48,79%
97 Mazda 5	424	536	0,25%	0,31%	-112	-20,90%

Top 10 Herstellerländer

Jänner- Juni 2014

Herstellerland	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz (Einheiten)	Differenz (%)
1 Deutschland	77.535	76.873	46,54%	44,90%	662	0,86%
2 Frankreich	19.512	18.814	11,71%	10,99%	698	3,71%
3 Japan	18.771	21.317	11,27%	12,45%	-2.546	-11,94%
4 Korea	16.279	18.162	9,77%	10,61%	-1.883	-10,37%
5 CZ	11.382	11.535	6,83%	6,74%	-153	-1,33%
6 Spanien	7.389	8.550	4,43%	4,99%	-1.161	-13,58%
7 Italien	6.670	7.702	4,00%	4,50%	-1.032	-13,40%
8 Rumänien	4.461	3.718	2,68%	2,17%	743	19,98%
9 GB	2.318	2.516	1,39%	1,47%	-198	-7,87%
10 Schweden	1.574	1.600	0,94%	0,93%	26	1,63%

Bundesländer-Ranking

Jänner- Juni 2014

Bundesland	2014	2013	Marktanteil 2014	Marktanteil 2013	Differenz (Einheiten)	Differenz (%)
1 Wien	36.356	35.780	21,82%	20,90%	576	1,61%
2 Niederösterreich	32.091	32.381	19,26%	18,91%	-290	-0,90%
3 Oberösterreich	28.478	30.892	17,09%	18,04%	-2.414	-7,81%
4 Steiermark	21.233	23.218	12,74%	13,56%	-1.985	-8,55%
5 Tirol	13.905	13.969	8,35%	8,16%	64	0,46%
6 Salzburg	13.223	12.978	7,94%	7,58%	245	1,89%
7 Kärnten	8.758	9.139	5,26%	5,34%	-381	-4,17%
8 Vorarlberg	6.812	6.738	4,09%	3,94%	74	1,10%
9 Burgenland	5.751	6.109	3,45%	3,57%	-358	-5,86%



