

Marktreport ÖSTERREICH
Jänner bis Juni 2015



	2015	2014	Differenz [Einheiten]	Differenz [%]
Gesamtmarkt	161.633	166.607	-4.974	-2,99%

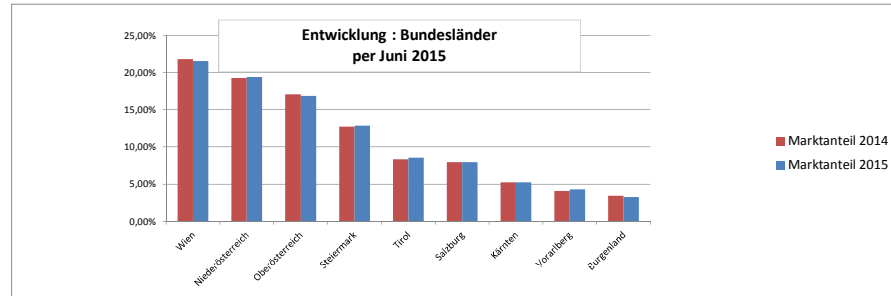
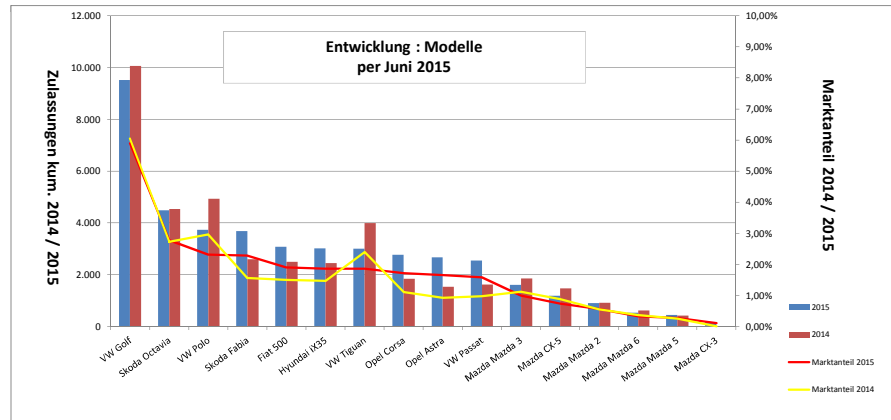
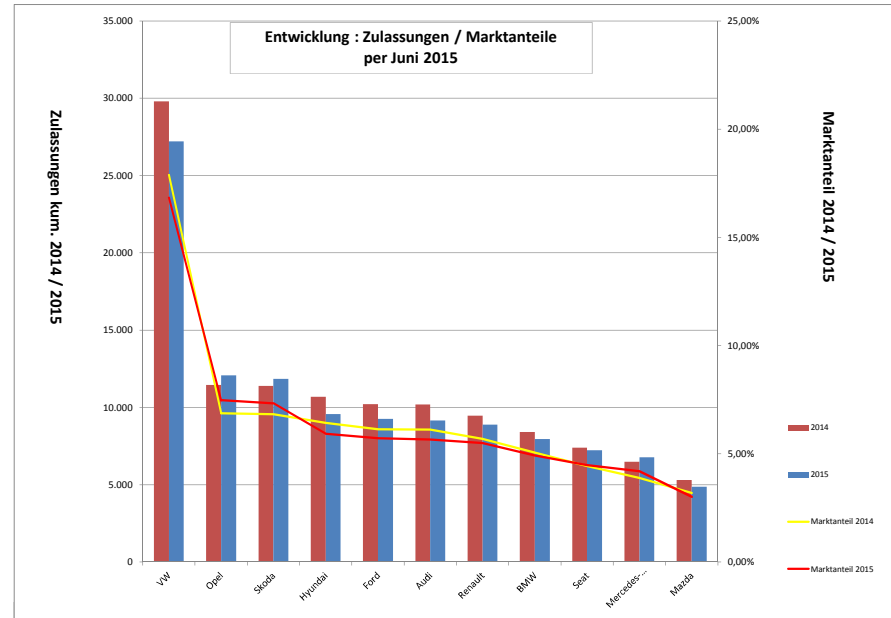
Entwicklung Gesamtmarkt p.M.				
	2015	2014	Differenz [Einheiten]	Differenz [%]
Jänner	23.427	23.990	-563	-2,35%
Febrer	20.641	27.589	-6.948	-25,18%
März	31.086	29.702	1.384	4,66%
April	29.500	29.240	260	0,89%
Mai	26.517	26.986	-469	-1,74%
Juni	30.462	29.100	1.362	4,68%
Juli				
August				
September				
Oktober				
November				
Dezember				

Top 10 Hersteller Jänner- Juni 2015						
Hersteller	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
1 VW	27.215	29.795	16,84%	17,88%	-2.580	-8,66%
2 Opel	12.076	11.447	7,47%	6,87%	629	5,49%
3 Skoda	11.836	11.382	7,32%	6,83%	454	3,99%
4 Hyundai	9.566	10.695	5,92%	6,42%	-1.129	-10,56%
5 Ford	9.247	10.207	5,72%	6,13%	-960	-9,41%
6 Audi	9.152	10.184	5,66%	6,11%	-1.032	-10,13%
7 Renault	8.881	9.470	5,49%	5,68%	-589	-6,22%
8 BMW	7.952	8.412	4,92%	5,05%	-460	-5,47%
9 Seat	7.220	7.389	4,47%	4,43%	-169	-2,29%
10 Mercedes-Benz	6.768	6.474	4,19%	3,89%	294	4,54%
13 Mazda	4.872	5.309	3,01%	3,19%	-437	-8,23%

Top 10 Modelle Jänner- Juni 2015						
Modelle	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
1 VW Golf	9.518	10.067	5,89%	6,04%	-549	-5,45%
2 Skoda Octavia	4.488	4.542	2,78%	2,73%	-54	-1,19%
3 VW Polo	3.732	4.938	2,31%	2,96%	-1.206	-24,42%
4 Skoda Fabia	3.687	2.592	2,28%	1,56%	1.095	42,25%
5 Fiat 500	3.073	2.502	1,90%	1,50%	571	22,82%
6 Hyundai iX35	3.013	2.453	1,86%	1,47%	560	22,83%
7 VW Tiguan	3.004	3.991	1,86%	2,40%	-987	-24,73%
8 Opel Corsa	2.771	1.841	1,71%	1,10%	930	50,52%
9 Opel Astra	2.672	1.538	1,65%	0,92%	1.134	73,73%
10 VW Passat	2.550	1.625	1,58%	0,98%	925	56,92%
25 Mazda Mazda 3	1.611	1.855	1,00%	1,11%	-244	-13,15%
41 Mazda CX-5	1.183	1.471	0,73%	0,88%	-288	-19,58%
65 Mazda Mazda 2	907	912	0,56%	0,55%	-5	-0,55%
85 Mazda Mazda 6	528	614	0,33%	0,37%	-86	-14,01%
99 Mazda Mazda 5	442	424	0,27%	0,25%	18	4,25%
Mazda CX-3	174	0	0,11%	0,00%	174	

Top 10 Herstellerländer Jänner- Juni 2015						
Herstellerland	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
1 Deutschland	74.186	77.536	45,90%	46,54%	-3.350	-4,32%
2 Japan	19.155	18.771	11,85%	11,27%	384	2,05%
3 Frankreich	18.521	19.512	11,46%	11,71%	-991	-5,08%
4 Korea	14.040	16.279	8,69%	9,77%	-2.239	-13,75%
5 CZ	11.836	11.382	7,32%	6,83%	454	3,99%
6 Spanien	7.220	7.389	4,47%	4,43%	-169	-2,29%
7 Italien	6.852	6.670	4,24%	4,00%	182	2,73%
8 Rumänien	4.052	4.461	2,51%	2,68%	-409	-9,17%
9 GB	2.372	2.321	1,47%	1,39%	51	2,20%
10 Schweden	1.764	1.574	1,09%	0,94%	190	12,07%

Bundesländer-Ranking Jänner- Juni 2015						
Bundesland	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
1 Wien	34.850	36.356	21,56%	21,82%	-1.506	-4,14%
Niederösterreich	31.339	32.091	19,39%	19,26%	-752	-2,34%
Oberösterreich	27.263	28.478	16,87%	17,09%	-1.215	-4,27%
Steiermark	20.772	21.233	12,85%	12,74%	-461	-2,17%
5 Tirol	13.839	13.905	8,56%	8,35%	-66	-0,47%
6 Salzburg	12.831	13.223	7,94%	7,94%	-392	-2,96%
7 Kärnten	8.496	8.758	5,26%	5,26%	-262	-2,99%
8 Vorarlberg	6.969	6.812	4,31%	4,09%	157	2,30%
9 Burgenland	5.274	5.751	3,26%	3,45%	-477	-8,29%



Kraftstoffarten Jänner - Juni 2015				
	2015	2014	Differenz [Einheiten]	Differenz [%]
Diesel	93.560	94.310	-750	-0,80%
	57,88%	56,61%		
Benzin	67.035	71.514	-4.479	-6,26%
	41,47%	42,92%		
Gas	19	21	-2	-9,52%
	0,01%	0,01%		
Strom	975	729	246	33,74%
	0,60%	0,44%		
Sonstige	44	33	11	33,33%
	0,027%	0,02%		
	161.633	166.607	-4.974	-2,99%

Übersicht Segmente / Eurotax						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
1 SUV/Geländewagen	39.123	38.065	24,20%	22,85%	1.058	2,78%
2 Kompaktklasse	33.442	37.219	20,69%	22,34%	-3.777	-10,15%
3 Kleinwagen	31.052	31.079	19,21%	18,65%	-27	-0,09%
4 Mittelklasse	16.753	16.718	10,36%	10,03%	35	0,21%
5 Kompakt-Van	10.192	12.172	6,31%	7,31%	-1.980	-16,27%
6 Kleinwagen (A)	8.785	8.025	5,44%	4,82%	760	9,47%
7 Vans	5.769	7.062	3,57%	4,24%	-1.293	-18,31%
8 Micro Van	4.588	4.621	2,84%	2,77%	-33	-0,71%
9 Kombi-Busse	4.249	3.622	2,63%	2,17%	627	17,31%
10 Gewerbe	3.522	3.505	2,18%	2,10%	17	0,49%
11 Oberklasse	3.223	3.957	1,99%	2,38%	-734	-18,55%
12 Sportwagen	932	1.038	0,58%	0,62%	-106	-10,21%
13 Luxusklasse	491	468	0,30%	0,28%	23	4,91%
14 unbekannt	44	35	0,03%	0,02%	9	25,71%

Segmente - TOP 10 - Jänner bis Juni 2015

B-Segment/Stadtswagen						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
Gesamt	31.052	31.079	19,21%	18,65%	-27	-0,09%
1 VW Polo	3.732	4.938	12,02%	15,89%	-1.206	-24,42%
2 Skoda Fabia	3.687	2.592	11,87%	8,34%	1.095	42,25%
3 Opel Corsa	2.771	1.841	8,92%	5,92%	930	50,52%
4 Seat Ibiza	2.395	2.635	7,71%	8,48%	-240	-9,11%
5 Renault Clio	2.353	2.666	7,58%	8,58%	-313	-11,74%
6 Hyundai i20	2.271	3.501	7,31%	11,26%	-1.230	-35,13%
7 Ford Fiesta	1.835	2.096	5,91%	6,74%	-261	-12,45%
8 Dacia Sandero	1.360	1.509	4,38%	4,86%	-149	-9,87%
9 Peugeot 208	1.101	1.252	3,55%	4,03%	-151	-12,06%
10 Toyota Yaris	1.000	1.050	3,22%	3,38%	-50	-4,76%
11 Mazda Mazda 2	907	912	2,92%	2,93%	-5	-0,55%

Kleinwagen SUV						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
Gesamt	8.920	7.581	5,52%	4,55%	1.339	17,66%
1 Opel Mokka	2.199	2.205	24,65%	29,09%	-6	-0,27%
2 Renault Captur	1.365	1.458	15,30%	19,23%	-93	-6,38%
3 Peugeot 2008	1.158	1.270	12,98%	16,75%	-112	-8,82%
4 Suzuki SX4	965	1.015	10,82%	13,39%	-50	-4,93%
5 Jeep Renegade	799	0	8,96%	0,00%	799	
6 Fiat 500	763	0	8,55%	0,00%	763	
7 Nissan Juke	439	374	4,92%	4,93%	65	17,38%
8 Mini Mini R60 Countryman	314	384	3,52%	5,07%	-70	-18,23%
9 Suzuki Jimmy	313	286	3,51%	3,77%	27	9,44%
11 Mazda CX-3	174	0	1,95%	0,00%	174	

C-Segment/Kompaktwagen						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
Gesamt	33.442	37.219	20,69%	22,34%	-3.777	-10,15%
1 VW Golf	9.518	10.067	28,46%	27,05%	-549	-5,45%
2 Opel Astra	2.672	1.538	7,99%	4,13%	1.134	73,73%
3 Audi A3	2.079	2.655	6,22%	7,13%	-576	-21,69%
4 Seat Leon	1.922	2.152	5,75%	5,78%	-230	-10,69%
5 Mazda Mazda 3	1.611	1.855	4,82%	4,98%	-244	-13,15%
6 Peugeot 308	1.586	1.391	4,74%	3,74%	195	14,02%
7 Hyundai i30	1.469	2.226	4,39%	5,98%	-757	-34,01%
8 BMW 2er-Reihe	1.360	110	4,07%	0,30%	1.250	1136,36%
9 KIA cee'd	1.276	1.458	3,82%	3,92%	-182	-12,48%
10 Renault Mégane	1.206	1.424	3,61%	3,83%	-218	-15,31%

Kompaktklasse SUV						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
Gesamt	20.985	22.300	12,98%	13,38%	-1.315	-5,90%
1 Hyundai iX35	3.013	2.453	14,36%	11,00%	560	22,83%
2 VW Tiguan	3.004	3.991	14,31%	17,90%	-987	-24,73%
3 Nissan Qashqai	1.846	1.889	8,80%	8,47%	-43	-2,28%
4 Audi Q3	1.787	1.871	8,52%	8,39%	-84	-4,49%
5 Skoda Yeti	1.537	1.533	7,32%	6,87%	4	0,26%
6 Mazda CX-5	1.183	1.471	5,64%	6,60%	-288	-19,58%
7 Dacia Duster	1.137	1.453	5,42%	6,52%	-316	-21,75%
8 KIA Sportage	1.090	1.134	5,19%	5,09%	-44	-3,88%
9 Mitsubishi ASX	1.076	957	5,13%	4,29%	119	12,43%
10 Ford Kuga	935	993	4,46%	4,45%	-58	-5,84%

D-Segment/Mittelklasse						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
Gesamt	16.753	16.718	10,36%	10,03%	35	0,21%
1 Skoda Octavia	4.488	4.542	26,79%	27,17%	-54	-1,19%
2 VW Passat	2.550	1.625	15,22%	9,72%	925	56,92%
3 Audi A4	1.731	1.849	10,33%	11,06%	-118	-6,38%
4 Mercedes-Benz C-Klasse	1.492	1.028	8,91%	6,15%	464	45,14%
5 Opel Insignia	1.129	1.212	6,74%	7,25%	-83	-6,85%
6 BMW 3er-Reihe	948	1.658	5,66%	9,92%	-710	-42,82%
7 Ford Mondeo	703	367	4,20%	2,20%	336	91,55%
8 Mazda Mazda 6	528	614	3,15%	3,67%	-86	-14,01%
9 Mercedes-Benz CLA-Klasse	504	445	3,01%	2,66%	59	13,26%
10 BMW 4er-Reihe Gran Coupe	390	40	2,33%	0,24%	350	875,00%

Mittelklasse SUV						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
Gesamt	5.827	4.794	3,61%	2,88%	1.033	21,55%
1 Audi Q5	1.237	1.177	21,23%	24,55%	60	5,10%
2 BMW X3-Reihe	1.008	1.008	14,48%	21,03%	-164	-16,27%
3 Volvo XC60	783	607	13,44%	12,66%	176	29,00%
4 BMW X4-Reihe	636	11	10,91%	0,23%	625	5681,82%
5 Mercedes-Benz GLK-Klasse	389	512	6,68%	10,68%	-123	-24,02%
6 Porsche Macan	375	157	6,44%	3,27%	218	138,85%
7 Hyundai Santa Fe	341	256	5,85%	5,34%	85	33,20%
8 Nissan X-Trail	324	44	5,56%	0,92%	280	636,36%
9 Jeep Cherokee	259	146	4,44%	3,05%	113	77,40%
10 Mitsubishi Outlander	217	248	3,72%	5,17%	-31	-12,50%

C-MAV-Segment/Family Vans						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
Gesamt	11.223	12.890	6,94%	7,74%	-1.667	-12,93%
1 Renault Scénic	2.339	2.578	20,84%	20,00%	-239	-9,27%
2 Opel Zafira	1.163	2.259	10,36%	17,53%	-1.096	-48,52%
3 VW Touran	1.525	1.603	13,59%	12,44%	-78	-4,87%
4 Citroën C4	1.090	1.337	9,71%	10,37%	-247	-18,47%
5 Ford C-MAX	802	1.053	7,15%	8,17%	-251	-23,84%
6 Seat Altea	1.027	833	9,15%	6,46%	194	23,29%
7 Mercedes-Benz B-Klasse	993	756	8,85%	5,87%	237	31,35%
8 Toyota Verso	565	500	5,03%	3,88%	65	13,00%
9 Mazda Mazda 5	442	424	3,94%	3,29%	18	4,25%
10 Dacia Lodgy	435	410	3,88%	3,18%	25	6,10%

Oberklasse SUV						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
Gesamt	3.391	3.390	2,10%	2,03%	1	0,03%
1 Mercedes-Benz GLA	550	493	16,22%	14,54%	57	11,56%
2 BMW X5 Reihe	491	847	14,48%	24,99%	-356	-42,03%
3 Fiat Freemont	415	459	12,24%	13,54%	-44	-9,59%
4 VW Touareg	344	236	10,14%	6,96%	108	45,76%
5 BMW X6 Reihe	302	38	8,91%	1,12%	264	694,74%
6 Porsche Cayenne	227	132	6,69%	3,89%	95	71,97%
7 Land Rover Discovery Sport	220	0	6,49%	0,00%	220	
8 Jeep Grand Cherokee	211	281	6,22%	8,29%	-70	-24,91%
9 Land Rover Range Rover Sport	159	310	4,69%	9,14%	-151	-48,71%
10 Volvo XC90	106	71	3,13%	2,09%	35	49,30%

Sportwagen						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
Gesamt	932	1.038	0,58%	0,62%	-106	-10,21%
1 Audi TT	155	23	16,63%	2,22%	132	573,91%
2 Porsche 911	131	205	14,06%	19,75%	-74	-36,10%
3 BMW 6er-Reihe	95	146	10,19%	14,07%	-51	-34,93%
4 VW Scirocco 2008	92	27	9,87%	2,60%	65	240,74%
5 Alfa Romeo 4C	55	20	5,90%	1,93%	35	175,00%
6 Peugeot RCZ	52	73	5,58%	7,03%	-21	-28,77%
7 Porsche Boxster	41	56	4,40%	5,39%	-15	-26,79%
8 Mercedes-Benz GT	38	0	4,08%	0,00%	38	
9 Jaguar F-Type	36	45	3,89%	4,34%	-9	-20,00%
40 Mazda MX-5	1	33	0,11%	3,18%	-32	-96,97%

Elektrofahrzeuge						
	2015	2014	Marktanteil 2015	Marktanteil 2014	Differenz [Einheiten]	Differenz [%]
Gesamt	975	729	0,60%	0,44%	246	33,74%
1 Tesla Model S	213	72	21,85%	9,88%	141	195,83%
2 Renault Zoe	134	185	13,74%	25,38%	-51	-27,57%
3 Nissan Leaf	121	64	12,41%	8,78%	57	89,06%
4 BMW i3	117	195	12,00%	26,75%	-78	-40,00%
5 VW Golf	93	1	9,54%	0,14%	92	9200,00%
6 Audi A3	80	0	8,21%	0,00%	80	---
7 KIA Soul	44	0	4,51%	0,00%	44	---
8 BMW i8	41	2	4,21%	0,27%	39	1950,00%
9 VW UP	38	135	3,90%	18,52%	-97	-71,85%
10 Mercedes-Benz B-Klasse	35	0	3,59%	0,00%	35	---