



NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

JANUARY '14

		YTD		JANUARY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
DUAL PURPOSE		368	5,8%	368	5,8%
Make:	Range:	Volume:	%	Volume:	%
AUDI	Q3	92	25,00%	92	25,0%
SUZUKI	SX4	70	19,02%	70	19,0%
FORD	KUGA	29	7,88%	29	7,9%
BMW	X1-SERIES	27	7,34%	27	7,3%
MINI	COUNTRYMAN	27	7,34%	27	7,3%
TOYOTA	RAV4	19	5,16%	19	5,2%
BMW	X3-SERIES	17	4,62%	17	4,6%
AUDI	Q5	15	4,08%	15	4,1%
SUZUKI	JIMNY	14	3,80%	14	3,8%
SKODA	YETI	13	3,53%	13	3,5%
VOLKSWAGEN	TIGUAN	13	3,53%	13	3,5%
VOLVO	XC60	8	2,17%	8	2,2%
HONDA	CR-V	7	1,90%	7	1,9%
MERCEDES	ML-SERIES	5	1,36%	5	1,4%
SUBARU	FORESTER	3	0,82%	3	0,8%
MERCEDES	GLK-SERIES	2	0,54%	2	0,5%
SUZUKI	GRAND VITARA	2	0,54%	2	0,5%
BMW	X5-SERIES	1	0,27%	1	0,3%
FIAT	SEDICI	1	0,27%	1	0,3%
LAND ROVER	RANGE ROVER EVOQUE	1	0,27%	1	0,3%
LAND ROVER	RANGE ROVER	1	0,27%	1	0,3%
LEXUS	RX-SERIES	1	0,27%	1	0,3%

		YTD		JANUARY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
A		636	10,0%	636	10,0%
Make:	Range:	Volume:	%	Volume:	%
FIAT	NEW PANDA	112	17,61%	112	17,6%
FIAT	500	86	13,52%	86	13,5%
TOYOTA	AYGO	57	8,96%	57	9,0%
HYUNDAI	i 10	47	7,39%	47	7,4%
SKODA	CITIGO	46	7,23%	46	7,2%
CHEVROLET	SPARK	41	6,45%	41	6,4%
VOLKSWAGEN	UP!	41	6,45%	41	6,4%
SEAT	MII	38	5,97%	38	6,0%
SUZUKI	ALTO	37	5,82%	37	5,8%
KIA MOTORS	PICANTO	32	5,03%	32	5,0%
OPEL	ADAM	21	3,30%	21	3,3%
PEUGEOT	107	15	2,36%	15	2,4%
SMART	FORTWO	14	2,20%	14	2,2%
NISSAN	PIXO	13	2,04%	13	2,0%
RENAULT	NEW TWINGO	11	1,73%	11	1,7%
CITROEN	C1	10	1,57%	10	1,6%
TOYOTA	IQ	7	1,10%	7	1,1%
FORD	KA	6	0,94%	6	0,9%
ABARTH	500	1	0,16%	1	0,2%





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JANUARY '14

		YTD		JANUARY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
B		2.890	45,3%	2.890	45,3%
Make:	Range:	Volume:	%	Volume:	%
CHANGAN	BENNI	1	0,16%	1	0,2%
TOYOTA	YARIS	431	14,91%	431	14,9%
OPEL	CORSA	378	13,08%	378	13,1%
HYUNDAI	i 20	314	10,87%	314	10,9%
FORD	FIESTA	253	8,75%	253	8,8%
CITROEN	C3	217	7,51%	217	7,5%
VOLKSWAGEN	POLO	176	6,09%	176	6,1%
RENAULT	CLIO	158	5,47%	158	5,5%
NISSAN	MICRA	151	5,22%	151	5,2%
SUZUKI	SWIFT	130	4,50%	130	4,5%
LANCIA	YPSILON	67	2,32%	67	2,3%
OPEL	MOKKA	65	2,25%	65	2,2%
NISSAN	JUKE	61	2,11%	61	2,1%
SEAT	IBIZA	60	2,08%	60	2,1%
KIA MOTORS	RIO	52	1,80%	52	1,8%
PEUGEOT	208	49	1,70%	49	1,7%
RENAULT	CAPTUR	45	1,56%	45	1,6%
AUDI	A1	40	1,38%	40	1,4%
FIAT	GRANDE PUNTO	37	1,28%	37	1,3%
SKODA	FABIA	37	1,28%	37	1,3%
SUZUKI	SPLASH	29	1,00%	29	1,0%
ALFA ROMEO	MITO	26	0,90%	26	0,9%
CITROEN	DS3	26	0,90%	26	0,9%
CHEVROLET	AVEO	21	0,73%	21	0,7%
HONDA	JAZZ	15	0,52%	15	0,5%
DACIA	SANDERO	13	0,45%	13	0,4%
MITSUBISHI	SPACE STAR	12	0,42%	12	0,4%
MINI	MINI	9	0,31%	9	0,3%
CHEVROLET	TRAX	7	0,24%	7	0,2%
MINI	PACEMAN	7	0,24%	7	0,2%
BMW	I3	2	0,07%	2	0,1%
HYUNDAI	GETZ	1	0,03%	1	0,0%
MAZDA	2-SERIES	1	0,03%	1	0,0%
		YTD		JANUARY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
C		1.667	26,1%	1.667	26,1%
Make:	Range:	Volume:	%	Volume:	%
CITROEN	C4	308	18,48%	308	18,5%
VOLKSWAGEN	GOLF	177	10,62%	177	10,6%
TOYOTA	AURIS	160	9,60%	160	9,6%
OPEL	ASTRA	144	8,64%	144	8,6%
FORD	FOCUS	110	6,60%	110	6,6%
HYUNDAI	i 30	109	6,54%	109	6,5%
SKODA	RAPID	96	5,76%	96	5,8%
AUDI	A3	89	5,34%	89	5,3%
VOLVO	V40	75	4,50%	75	4,5%





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JANUARY '14

NISSAN	QASHQAI	59	3,54%	59	3,5%
SEAT	LEON	38	2,28%	38	2,3%
TOYOTA	COROLLA	38	2,28%	38	2,3%
BMW	1-SERIES	37	2,22%	37	2,2%
MERCEDES	A-SERIES (NEW)	29	1,74%	29	1,7%
ALFA ROMEO	GIULIETTA	27	1,62%	27	1,6%
HONDA	CIVIC	26	1,56%	26	1,6%
KIA MOTORS	CEED	26	1,56%	26	1,6%
SUBARU	IMPREZA	19	1,14%	19	1,1%
MAZDA	3-SERIES	18	1,08%	18	1,1%
MITSUBISHI	ASX	13	0,78%	13	0,8%
RENAULT	MEGANE	13	0,78%	13	0,8%
MERCEDES	B-SERIES	11	0,66%	11	0,7%
CHEVROLET	CRUZE	7	0,42%	7	0,4%
VOLKSWAGEN	BEETLE	7	0,42%	7	0,4%
CITROEN	C-ELYSEE	5	0,30%	5	0,3%
KIA MOTORS	NEW SPORTAGE	5	0,30%	5	0,3%
CITROEN	DS4	4	0,24%	4	0,2%
MITSUBISHI	LANCER	4	0,24%	4	0,2%
SUBARU	XV	4	0,24%	4	0,2%
LEXUS	CT200H	3	0,18%	3	0,2%
LANCIA	DELTA	2	0,12%	2	0,1%
BMW	2-SERIES	1	0,06%	1	0,1%
FIAT	BRAVO	1	0,06%	1	0,1%
HYUNDAI	IX35	1	0,06%	1	0,1%
PEUGEOT	301	1	0,06%	1	0,1%

Segment:	YTD		JANUARY '14		
	TOTAL	Market Share	TOTAL	Market Share	
D	450	7,1%	450	7,1%	
Make:	Range:	Volume:	%	Volume:	%
SKODA	OCTAVIA	201	44,67%	201	44,7%
OPEL	INSIGNIA	40	8,89%	40	8,9%
VOLVO	S60	38	8,44%	38	8,4%
BMW	3-SERIES	32	7,11%	32	7,1%
VOLKSWAGEN	PASSAT	27	6,00%	27	6,0%
MERCEDES	C-SERIES	26	5,78%	26	5,8%
TOYOTA	AVENSIS	21	4,67%	21	4,7%
MERCEDES	CLA-SERIES	18	4,00%	18	4,0%
AUDI	A4	16	3,56%	16	3,6%
FIAT	LINEA	11	2,44%	11	2,4%
AUDI	A5	6	1,33%	6	1,3%
VOLVO	V60	6	1,33%	6	1,3%
FORD	MONDEO	3	0,67%	3	0,7%
CITROEN	DS5	2	0,44%	2	0,4%
FIAT	FREEMONT	1	0,22%	1	0,2%
LEXUS	IS-SERIES	1	0,22%	1	0,2%
SUBARU	LEGACY	1	0,22%	1	0,2%





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		YTD		JANUARY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
E		26	0,4%	26	0,4%
Make:	Range:	Volume:	%	Volume:	%
MERCEDES	E-SERIES	12	46,15%	12	46,2%
BMW	5-SERIES	8	30,77%	8	30,8%
AUDI	A6	6	23,08%	6	23,1%

		YTD		JANUARY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
F-G		31	0,5%	31	0,5%
Make:	Range:	Volume:	%	Volume:	%
AUDI	A8	29	93,55%	29	93,5%
JAGUAR	XF-TYPE	1	3,23%	1	3,2%
MERCEDES	S-SERIES	1	3,23%	1	3,2%

		YTD		JANUARY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
SPORTS		16	0,3%	16	0,3%
Make:	Range:	Volume:	%	Volume:	%
BMW	4-SERIES	8	50,00%	8	50,0%
MERCEDES	SL-SERIES	2	12,50%	2	12,5%
MINI	COUPE	2	12,50%	2	12,5%
MERCEDES	CLK-SERIES	1	6,25%	1	6,3%
MINI	MINI COUPE	1	6,25%	1	6,3%
TOYOTA	86	1	6,25%	1	6,3%
VOLKSWAGEN	SCIROCCO	1	6,25%	1	6,3%

		YTD		JANUARY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV		244	3,8%	244	3,8%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	NOTE	106	43,44%	106	43,4%
FIAT	500L	36	14,75%	36	14,8%
SKODA	ROOMSTER	36	14,75%	36	14,8%
OPEL	ZAFIRA	15	6,15%	15	6,1%
OPEL	MERIVA	7	2,87%	7	2,9%
CITROEN	C3 PICASSO	6	2,46%	6	2,5%
FIAT	QUBO	6	2,46%	6	2,5%
FORD	B-MAX	6	2,46%	6	2,5%
FORD	S-MAX	5	2,05%	5	2,0%
VOLKSWAGEN	TOURAN	5	2,05%	5	2,0%
RENAULT	SCENIC	4	1,64%	4	1,6%
SEAT	ALTEA	3	1,23%	3	1,2%
TOYOTA	VERSO S	3	1,23%	3	1,2%
CITROEN	PICASSO	2	0,82%	2	0,8%
CHEVROLET	ORLANDO	1	0,41%	1	0,4%
FORD	GALAXY	1	0,41%	1	0,4%
FORD	GRAND C-MAX	1	0,41%	1	0,4%
SEAT	ALHAMBRA	1	0,41%	1	0,4%





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		YTD		JANUARY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV-M/COMBI		50	0,8%	50	0,8%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	NV200	14	28,00%	14	28,0%
MERCEDES	CITAN	12	24,00%	12	24,0%
FIAT	DOBLO	6	12,00%	6	12,0%
MERCEDES	VITO, VIANO	6	12,00%	6	12,0%
CITROEN	BERLINGO	2	4,00%	2	4,0%
NISSAN	PRIMASTAR	2	4,00%	2	4,0%
OPEL	VIVARO	2	4,00%	2	4,0%
VOLKSWAGEN	CADDY	2	4,00%	2	4,0%
CITROEN	NEMO	1	2,00%	1	2,0%
FIAT	DUCATO	1	2,00%	1	2,0%
FIAT	SCUDO	1	2,00%	1	2,0%
FIAT	STRADA	1	2,00%	1	2,0%

