



NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

MARCH '14

		YTD		MARCH '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
DUAL PURPOSE		941	5,7%	307	5,2%
Make:	Range:	Volume:	%	Volume:	%
AUDI	Q3	178	18,92%	53	17,3%
SUZUKI	SX4	174	18,49%	70	22,8%
MINI	COUNTRYMAN	91	9,67%	38	12,4%
BMW	X1-SERIES	82	8,71%	34	11,1%
DACIA	DUSTER	49	5,21%	7	2,3%
VOLKSWAGEN	TIGUAN	48	5,10%	15	4,9%
FORD	KUGA	44	4,68%	10	3,3%
TOYOTA	RAV4	44	4,68%	14	4,6%
AUDI	Q5	33	3,51%	10	3,3%
SUZUKI	JIMNY	33	3,51%	12	3,9%
BMW	X3-SERIES	32	3,40%	5	1,6%
SKODA	YETI	28	2,98%	10	3,3%
VOLVO	XC60	24	2,55%	8	2,6%
HONDA	CR-V	21	2,23%	7	2,3%
BMW	X5-SERIES	16	1,70%	4	1,3%
MERCEDES	ML-SERIES	8	0,85%	2	0,7%
LAND ROVER	RANGE ROVER EVOQUE	6	0,64%	1	0,3%
SUBARU	FORESTER	5	0,53%	1	0,3%
SUZUKI	GRAND VITARA	5	0,53%		
CHRYSLER	WRANGLER	4	0,43%	1	0,3%
CHRYSLER	GRAND CHEROKEE	3	0,32%	2	0,7%
MERCEDES	GLK-SERIES	3	0,32%		
BMW	X6-SERIES	2	0,21%	1	0,3%
AUDI	Q7	1	0,11%		
CHEVROLET	CAPTIVA	1	0,11%	1	0,3%
FIAT	SEDICI	1	0,11%		
LAND ROVER	RANGE ROVER	1	0,11%		
LEXUS	RX-SERIES	1	0,11%		
NISSAN	PATHFINDER	1	0,11%		
TOYOTA	LAND CRUISER	1	0,11%	1	0,3%
VOLVO	XC90	1	0,11%		

		YTD		MARCH '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
A		1.863	11,2%	704	12,0%
Make:	Range:	Volume:	%	Volume:	%
FIAT	PANDA	320	17,18%	108	15,3%
FIAT	500	315	16,91%	158	22,4%
SUZUKI	ALTO	208	11,16%	137	19,5%
VOLKSWAGEN	UP!	173	9,29%	55	7,8%
TOYOTA	AYGO	158	8,48%	47	6,7%
CHEVROLET	SPARK	105	5,64%	22	3,1%
SEAT	MII	94	5,05%	33	4,7%
SKODA	CITIGO	91	4,88%	33	4,7%
HYUNDAI	i 10	73	3,92%	12	1,7%
KIA MOTORS	PICANTO	58	3,11%	13	1,8%





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SMART	FORTWO	54	2,90%	16	2,3%
OPEL	ADAM	46	2,47%	17	2,4%
CITROEN	C1	44	2,36%	22	3,1%
FORD	KA	43	2,31%	19	2,7%
TOYOTA	IQ	27	1,45%	7	1,0%
NISSAN	PIXO	18	0,97%	2	0,3%
PEUGEOT	107	18	0,97%	1	0,1%
RENAULT	TWINGO	13	0,70%		
ABARTH	500	4	0,21%	2	0,3%
CHANGAN	BENNI	1	0,05%		

Segment:	Make:	Range:	YTD		MARCH '14	
			TOTAL	Market Share	TOTAL	Market Share
B			7.588	45,7%	2.729	46,5%
Make:	Range:	Volume:	%	Volume:	%	
TOYOTA	YARIS	1.039	13,69%	309	11,3%	
OPEL	CORSA	948	12,49%	302	11,1%	
NISSAN	MICRA	816	10,75%	581	21,3%	
VOLKSWAGEN	POLO	695	9,16%	352	12,9%	
HYUNDAI	i 20	685	9,03%	114	4,2%	
FORD	FIESTA	619	8,16%	258	9,5%	
CITROEN	C3	488	6,43%	136	5,0%	
RENAULT	CLIO	353	4,65%	103	3,8%	
SUZUKI	SWIFT	325	4,28%	74	2,7%	
OPEL	MOKKA	170	2,24%	66	2,4%	
SEAT	IBIZA	146	1,92%	43	1,6%	
LANCIA	YPSILON	141	1,86%	55	2,0%	
FIAT	GRANDE PUNTO	130	1,71%	25	0,9%	
KIA MOTORS	RIO	120	1,58%	30	1,1%	
NISSAN	JUKE	118	1,56%	28	1,0%	
AUDI	A1	114	1,50%	39	1,4%	
RENAULT	CAPTUR	110	1,45%	40	1,5%	
PEUGEOT	208	101	1,33%	43	1,6%	
SKODA	FABIA	79	1,04%	21	0,8%	
SUZUKI	SPLASH	59	0,78%	12	0,4%	
ALFA ROMEO	MITO	58	0,76%	13	0,5%	
MINI	MINI	50	0,66%	24	0,9%	
HONDA	JAZZ	48	0,63%	20	0,7%	
CHEVROLET	AVEO	42	0,55%	11	0,4%	
CITROEN	DS3	40	0,53%	8	0,3%	
DACIA	SANDERO	36	0,47%	15	0,5%	
MITSUBISHI	SPACE STAR	19	0,25%	3	0,1%	
CHEVROLET	TRAX	13	0,17%			
MINI	PACEMAN	12	0,16%	2	0,1%	
BMW	I3	7	0,09%	1	0,0%	
DAIHATSU	CHARADE	2	0,03%			
ABARTH	PUNTO	1	0,01%	1	0,0%	
HYUNDAI	GETZ	1	0,01%			
MAZDA	2-SERIES	1	0,01%			
MINI	CLUBMAN	1	0,01%			
MITSUBISHI	COLT	1	0,01%			





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Segment:	Make:	Range:	YTD		MARCH '14	
			TOTAL	Market Share	TOTAL	Market Share
C			4.067	24,5%	1.308	22,3%
Make:	Range:	Volume:	%	Volume:	%	
VOLKSWAGEN	GOLF	469	11,53%	172	13,1%	
CITROEN	C4	408	10,03%	42	3,2%	
TOYOTA	AURIS	386	9,49%	118	9,0%	
OPEL	ASTRA	288	7,08%	58	4,4%	
VOLVO	V40	257	6,32%	107	8,2%	
SKODA	RAPID	252	6,20%	84	6,4%	
FORD	FOCUS	245	6,02%	71	5,4%	
AUDI	A3	216	5,31%	52	4,0%	
BMW	1-SERIES	197	4,84%	110	8,4%	
NISSAN	QASHQAI	175	4,30%	74	5,7%	
HYUNDAI	i 30	172	4,23%	21	1,6%	
TOYOTA	COROLLA	160	3,93%	74	5,7%	
MERCEDES	A-SERIES	122	3,00%	67	5,1%	
SEAT	LEON	103	2,53%	38	2,9%	
ALFA ROMEO	GIULIETTA	94	2,31%	43	3,3%	
HONDA	CIVIC	91	2,24%	34	2,6%	
MERCEDES	B-SERIES	85	2,09%	31	2,4%	
MERCEDES	A-SERIES (NEW)	47	1,16%	7	0,5%	
MITSUBISHI	ASX	47	1,16%	17	1,3%	
KIA MOTORS	CEED	42	1,03%	8	0,6%	
CITROEN	C-ELYSEE	29	0,71%	9	0,7%	
MERCEDES	GLA-SERIES	26	0,64%	26	2,0%	
MAZDA	3-SERIES	19	0,47%			
SUBARU	IMPREZA	19	0,47%			
RENAULT	MEGANE	18	0,44%	2	0,2%	
CHEVROLET	CRUZE	17	0,42%	6	0,5%	
VOLKSWAGEN	JETTA	12	0,30%	12	0,9%	
VOLKSWAGEN	BEETLE	10	0,25%	2	0,2%	
PEUGEOT	308	9	0,22%	6	0,5%	
CITROEN	DS4	8	0,20%	3	0,2%	
KIA MOTORS	NEW SPORTAGE	8	0,20%	1	0,1%	
MITSUBISHI	LANCER	8	0,20%	1	0,1%	
PEUGEOT	2008	5	0,12%	4	0,3%	
LEXUS	CT-SERIES	4	0,10%	3	0,2%	
PEUGEOT	3008	4	0,10%	3	0,2%	
SUBARU	XV	4	0,10%			
LEXUS	CT200H	3	0,07%			
PEUGEOT	301	3	0,07%	2	0,2%	
LANCIA	DELTA	2	0,05%			
BMW	2-SERIES	1	0,02%			
FIAT	BRAVO	1	0,02%			
HYUNDAI	IX35	1	0,02%			





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MARCH '14

		YTD		MARCH '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
D		1.074	6,5%	345	5,9%
Make:	Range:	Volume:	%	Volume:	%
SKODA	OCTAVIA	387	36,03%	73	21,2%
BMW	3-SERIES	127	11,82%	68	19,7%
MERCEDES	CLA-SERIES	97	9,03%	33	9,6%
VOLKSWAGEN	PASSAT	97	9,03%	39	11,3%
VOLVO	S60	91	8,47%	35	10,1%
OPEL	INSIGNIA	72	6,70%	20	5,8%
MERCEDES	C-SERIES	66	6,15%	35	10,1%
TOYOTA	AVENSIS	34	3,17%	10	2,9%
AUDI	A4	28	2,61%	8	2,3%
VOLVO	V60	22	2,05%	12	3,5%
AUDI	A5	12	1,12%	5	1,4%
FIAT	LINEA	11	1,02%		
FORD	MONDEO	6	0,56%	1	0,3%
TOYOTA	PRIUS	5	0,47%	2	0,6%
CITROEN	C5	4	0,37%	2	0,6%
CITROEN	DS5	4	0,37%	1	0,3%
SUBARU	LEGACY	3	0,28%		
FIAT	FREEMONT	2	0,19%		
LEXUS	IS-SERIES	2	0,19%		
PEUGEOT	508	2	0,19%		
VOLVO	XC70	2	0,19%	1	0,3%

		YTD		MARCH '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
E		61	0,4%	19	0,3%
Make:	Range:	Volume:	%	Volume:	%
BMW	5-SERIES	29	47,54%	11	57,9%
MERCEDES	E-SERIES	17	27,87%	3	15,8%
AUDI	A6	7	11,48%	1	5,3%
SKODA	SUPERB	6	9,84%	3	15,8%
VOLVO	S80	2	3,28%	1	5,3%

		YTD		MARCH '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
F-G		33	0,2%		
Make:	Range:	Volume:	%	Volume:	%
AUDI	A8	29	87,88%		
MERCEDES	S-SERIES	2	6,06%		
JAGUAR	XF-TYPE	1	3,03%		
PORSCHE	PANAMERA	1	3,03%		

		YTD		MARCH '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
SPORTS		33	0,2%	11	0,2%
Make:	Range:	Volume:	%	Volume:	%
BMW	4-SERIES	18	54,55%	8	72,7%





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MARCH '14

MINI	MINI COUPE	5	15,15%	1	9,1%
VOLKSWAGEN	SCIROCCO	3	9,09%		
MERCEDES	SL-SERIES	2	6,06%		
MERCEDES	CLK-SERIES	2	6,06%		
MINI	ROADSTER	2	6,06%	2	18,2%
TOYOTA	86	1	3,03%		

		YTD		MARCH '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV		717	4,3%	330	5,6%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	NOTE	454	63,32%	269	81,5%
SKODA	ROOMSTER	61	8,51%	10	3,0%
FIAT	500L	57	7,95%	13	3,9%
OPEL	ZAFIRA	28	3,91%	5	1,5%
SEAT	ALTEA	19	2,65%	2	0,6%
CITROEN	C3 PICASSO	17	2,37%	6	1,8%
OPEL	MERIVA	15	2,09%	5	1,5%
FORD	B-MAX	14	1,95%	5	1,5%
VOLKSWAGEN	TOURAN	14	1,95%	4	1,2%
CITROEN	PICASSO	11	1,53%	6	1,8%
FORD	S-MAX	9	1,26%	2	0,6%
RENAULT	SCENIC	5	0,70%		
CHEVROLET	ORLANDO	4	0,56%	1	0,3%
SEAT	ALHAMBRA	3	0,42%	1	0,3%
TOYOTA	VERSO S	3	0,42%		
FORD	GRAND C-MAX	1	0,14%		
FORD	GALAXY	1	0,14%		
VOLKSWAGEN	SHARAN	1	0,14%	1	0,3%

		YTD		MARCH '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV-M/COMBI		221	1,3%	112	1,9%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	NV200	41	18,55%	21	18,8%
NISSAN	PRIMASTAR	33	14,93%	22	19,6%
OPEL	VIVARO	27	12,22%	23	20,5%
MERCEDES	CITAN	25	11,31%	3	2,7%
FIAT	DOBLO	14	6,33%	5	4,5%
MERCEDES	VITO, VIANO	14	6,33%	4	3,6%
MERCEDES	SPRINTER	14	6,33%	10	8,9%
MERCEDES	MBHE01	9	4,07%	9	8,0%
VOLKSWAGEN	CADDY	8	3,62%	2	1,8%
FIAT	QUBO	7	3,17%	1	0,9%
FIAT	SCUDO	7	3,17%	4	3,6%
MERCEDES	VIANO, VITO	6	2,71%	6	5,4%
CITROEN	BERLINGO	3	1,36%		
FIAT	STRADA	3	1,36%		
CITROEN	NEMO	2	0,90%	1	0,9%
PEUGEOT	BOXER	2	0,90%	1	0,9%
FIAT	DUCATO	1	0,45%		
FORD	TOURNEO CONNECT	1	0,45%		





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MARCH '14

MOBITECNO	MOBITECNO	1	0,45%
OPEL	COMBO	1	0,45%
VOLKSWAGEN	CRAFTER	1	0,45%
VOLKSWAGEN	KOMBI	1	0,45%

