



NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

APRIL '14

		YTD		APRIL '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
DUAL PURPOSE		1.295	5,9%	354	6,5%
Make:	Range:	Volume:	%	Volume:	%
SUZUKI	SX4	241	18,61%	67	18,9%
AUDI	Q3	238	18,38%	60	16,9%
MINI	COUNTRYMAN	130	10,04%	39	11,0%
BMW	X1-SERIES	109	8,42%	27	7,6%
DACIA	DUSTER	94	7,26%	45	12,7%
VOLKSWAGEN	TIGUAN	74	5,71%	26	7,3%
TOYOTA	RAV4	60	4,63%	16	4,5%
FORD	KUGA	55	4,25%	11	3,1%
SUZUKI	JIMNY	53	4,09%	20	5,6%
AUDI	Q5	36	2,78%	3	0,8%
BMW	X3-SERIES	35	2,70%	3	0,8%
SKODA	YETI	35	2,70%	7	2,0%
HONDA	CR-V	29	2,24%	8	2,3%
VOLVO	XC60	29	2,24%	5	1,4%
BMW	X5-SERIES	21	1,62%	5	1,4%
MERCEDES	ML-SERIES	9	0,69%	1	0,3%
LAND ROVER	RANGE ROVER EVOQUE	7	0,54%	1	0,3%
SUZUKI	GRAND VITARA	7	0,54%	2	0,6%
CHRYSLER	WRANGLER	6	0,46%	2	0,6%
SUBARU	FORESTER	6	0,46%	1	0,3%
MERCEDES	GLK-SERIES	5	0,39%	2	0,6%
CHRYSLER	GRAND CHEROKEE	4	0,31%	1	0,3%
BMW	X6-SERIES	2	0,15%		
VOLVO	XC90	2	0,15%	1	0,3%
AUDI	Q7	1	0,08%		
CHEVROLET	CAPTIVA	1	0,08%		
FIAT	SEDICI	1	0,08%		
LAND ROVER	RANGE ROVER	1	0,08%		
LEXUS	RX-SERIES	1	0,08%		
NISSAN	PATHFINDER	1	0,08%		
PORSCHE	MACAN	1	0,08%	1	0,3%
TOYOTA	LAND CRUISER	1	0,08%		

		YTD		APRIL '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
A		2.791	12,7%	928	17,1%
Make:	Range:	Volume:	%	Volume:	%
FIAT	500	446	15,98%	138	14,9%
FIAT	PANDA	442	15,84%	122	13,1%
TOYOTA	AYGO	342	12,25%	184	19,8%
SUZUKI	ALTO	312	11,18%	104	11,2%
VOLKSWAGEN	UP!	300	10,75%	127	13,7%
SKODA	CITIGO	142	5,09%	51	5,5%
CHEVROLET	SPARK	135	4,84%	30	3,2%
SEAT	Mii	124	4,44%	30	3,2%
HYUNDAI	i 10	85	3,05%	12	1,3%





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APRIL '14

KIA MOTORS	PICANTO	85	3,05%	27	2,9%
SMART	FORTWO	68	2,44%	14	1,5%
FORD	KA	61	2,19%	18	1,9%
OPEL	ADAM	57	2,04%	11	1,2%
CITROEN	C1	51	1,83%	7	0,8%
PEUGEOT	107	45	1,61%	27	2,9%
TOYOTA	IQ	36	1,29%	9	1,0%
NISSAN	PIXO	18	0,64%		
CHEVROLET	MATIZ	16	0,57%	16	1,7%
RENAULT	TWINGO	13	0,47%		
ABARTH	500	12	0,43%	1	0,1%
CHANGAN	BENNI	1	0,04%		

Segment:	YTD		APRIL '14		
	TOTAL	Market Share	TOTAL	Market Share	
B	9.892	44,9%	2.308	42,4%	
Make:	Range:	Volume:	%	Volume:	%
TOYOTA	YARIS	1.338	13,53%	300	13,0%
OPEL	CORSA	1.314	13,28%	367	15,9%
VOLKSWAGEN	POLO	989	10,00%	294	12,7%
NISSAN	MICRA	937	9,47%	122	5,3%
FORD	FIESTA	839	8,48%	220	9,5%
HYUNDAI	i 20	751	7,59%	66	2,9%
CITROEN	C3	612	6,19%	125	5,4%
RENAULT	CLIO	461	4,66%	108	4,7%
SUZUKI	SWIFT	433	4,38%	108	4,7%
OPEL	MOKKA	224	2,26%	54	2,3%
LANCIA	YPSILON	208	2,10%	67	2,9%
SEAT	IBIZA	199	2,01%	53	2,3%
PEUGEOT	208	178	1,80%	77	3,3%
FIAT	GRANDE PUNTO	155	1,57%	25	1,1%
KIA MOTORS	RIO	150	1,52%	30	1,3%
RENAULT	CAPTUR	150	1,52%	40	1,7%
AUDI	A1	146	1,48%	32	1,4%
NISSAN	JUKE	142	1,44%	24	1,0%
SUZUKI	SPLASH	112	1,13%	53	2,3%
SKODA	FABIA	93	0,94%	14	0,6%
MINI	MINI	71	0,72%	21	0,9%
CHEVROLET	AVEO	70	0,71%	28	1,2%
ALFA ROMEO	MITO	68	0,69%	10	0,4%
DACIA	SANDERO	63	0,64%	27	1,2%
HONDA	JAZZ	56	0,57%	8	0,3%
CITROEN	DS3	54	0,55%	14	0,6%
MITSUBISHI	SPACE STAR	32	0,32%	13	0,6%
CHEVROLET	TRAX	15	0,15%	2	0,1%
MINI	PACEMAN	12	0,12%		
BMW	I3	11	0,11%	4	0,2%
DAIHATSU	CHARADE	2	0,02%		
MITSUBISHI	COLT	2	0,02%	1	0,0%
ABARTH	PUNTO	1	0,01%		
HYUNDAI	GETZ	1	0,01%		
MAZDA	2-SERIES	1	0,01%		





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APRIL '14

Segment:	YTD		APRIL '14		
	TOTAL	Market Share	TOTAL	Market Share	
C	5.389	24,5%	1.322	24,3%	
Make:	Range:	Volume:	%	Volume:	%
VOLKSWAGEN	GOLF	594	11,02%	125	9,5%
TOYOTA	AURIS	567	10,52%	181	13,7%
CITROEN	C4	447	8,29%	39	3,0%
VOLVO	V40	358	6,64%	101	7,6%
SKODA	RAPID	349	6,48%	97	7,3%
OPEL	ASTRA	344	6,38%	56	4,2%
BMW	1-SERIES	323	5,99%	126	9,5%
FORD	FOCUS	293	5,44%	48	3,6%
AUDI	A3	281	5,21%	65	4,9%
MERCEDES	A-SERIES (NEW)	240	4,45%	71	5,4%
NISSAN	QASHQAI	238	4,42%	63	4,8%
TOYOTA	COROLLA	232	4,31%	72	5,4%
HYUNDAI	i 30	192	3,56%	20	1,5%
SEAT	LEON	147	2,73%	44	3,3%
ALFA ROMEO	GIULIETTA	137	2,54%	43	3,3%
HONDA	CIVIC	113	2,10%	22	1,7%
MERCEDES	B-SERIES	112	2,08%	27	2,0%
MITSUBISHI	ASX	63	1,17%	16	1,2%
KIA MOTORS	CEED	56	1,04%	14	1,1%
CITROEN	C-ELYSEE	42	0,78%	13	1,0%
MERCEDES	GLA-SERIES	39	0,72%	13	1,0%
RENAULT	MEGANE	29	0,54%	11	0,8%
PEUGEOT	308	24	0,45%	15	1,1%
CHEVROLET	CRUZE	22	0,41%	5	0,4%
MAZDA	3-SERIES	19	0,35%		
SUBARU	IMPREZA	19	0,35%		
VOLKSWAGEN	JETTA	15	0,28%	3	0,2%
VOLKSWAGEN	BEETLE	14	0,26%	4	0,3%
MITSUBISHI	LANCER	12	0,22%	4	0,3%
CITROEN	DS4	11	0,20%	3	0,2%
PEUGEOT	2008	11	0,20%	6	0,5%
KIA MOTORS	NEW SPORTAGE	9	0,17%	1	0,1%
PEUGEOT	3008	9	0,17%	5	0,4%
LEXUS	CT-SERIES	6	0,11%	2	0,2%
PEUGEOT	301	6	0,11%	3	0,2%
LANCIA	DELTA	4	0,07%	2	0,2%
SUBARU	XV	4	0,07%		
BMW	2-SERIES	3	0,06%	2	0,2%
LEXUS	CT200H	3	0,06%		
FIAT	BRAVO	1	0,02%		
HYUNDAI	IX35	1	0,02%		





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APRIL '14

Segment:	Make:	Range:	YTD		APRIL '14	
			TOTAL	Market Share	TOTAL	Market Share
D			1.305	5,9%	231	4,2%
			Volume:	%	Volume:	%
SKODA		OCTAVIA	462	35,40%	75	32,5%
BMW		3-SERIES	155	11,88%	28	12,1%
MERCEDES		CLA-SERIES	137	10,50%	40	17,3%
VOLKSWAGEN		PASSAT	110	8,43%	13	5,6%
VOLVO		S60	108	8,28%	17	7,4%
OPEL		INSIGNIA	85	6,51%	13	5,6%
MERCEDES		C-SERIES	70	5,36%	4	1,7%
TOYOTA		AVENSIS	40	3,07%	6	2,6%
AUDI		A4	34	2,61%	6	2,6%
VOLVO		V60	31	2,38%	9	3,9%
AUDI		A5	20	1,53%	8	3,5%
FIAT		LINEA	12	0,92%	1	0,4%
CITROEN		DS5	7	0,54%	3	1,3%
FORD		MONDEO	7	0,54%	1	0,4%
TOYOTA		PRIUS	6	0,46%	1	0,4%
CITROEN		C5	5	0,38%	1	0,4%
FIAT		FREEMONT	4	0,31%	2	0,9%
LEXUS		IS-SERIES	3	0,23%	1	0,4%
SUBARU		LEGACY	3	0,23%		
PEUGEOT		508	2	0,15%		
SEAT		TOLEDO	2	0,15%	2	0,9%
VOLVO		XC70	2	0,15%		

Segment:	Make:	Range:	YTD		APRIL '14	
			TOTAL	Market Share	TOTAL	Market Share
E			78	0,4%	17	0,3%
			Volume:	%	Volume:	%
BMW		5-SERIES	32	41,03%	3	17,6%
MERCEDES		E-SERIES	29	37,18%	12	70,6%
AUDI		A6	7	8,97%		
SKODA		SUPERB	7	8,97%	1	5,9%
VOLVO		S80	3	3,85%	1	5,9%

Segment:	Make:	Range:	YTD		APRIL '14	
			TOTAL	Market Share	TOTAL	Market Share
F-G			35	0,2%	2	0,0%
			Volume:	%	Volume:	%
AUDI		A8	29	82,86%		
MERCEDES		S-SERIES	3	8,57%	1	50,0%
BMW		7-SERIES	1	2,86%	1	50,0%
JAGUAR		XF-TYPE	1	2,86%		
PORSCHE		PANAMERA	1	2,86%		





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APRIL '14

		YTD		APRIL '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
SPORTS		48	0,2%	15	0,3%
Make:	Range:	Volume:	%	Volume:	%
BMW	4-SERIES	27	56,25%	9	60,0%
MINI	MINI COUPE	6	12,50%	1	6,7%
MINI	ROADSTER	5	10,42%	3	20,0%
VOLKSWAGEN	SCIROCCO	3	6,25%		
MERCEDES	CLK-SERIES	2	4,17%		
MERCEDES	SL-SERIES	2	4,17%		
MERCEDES	SLK-SERIES	1	2,08%	1	6,7%
MINI	MINI CABRIO	1	2,08%	1	6,7%
TOYOTA	86	1	2,08%		

		YTD		APRIL '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV		873	4,0%	156	2,9%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	NOTE	551	63,12%	97	62,2%
FIAT	500L	70	8,02%	13	8,3%
SKODA	ROOMSTER	67	7,67%	6	3,8%
CITROEN	C3 PICASSO	34	3,89%	17	10,9%
OPEL	ZAFIRA	33	3,78%	5	3,2%
SEAT	ALTEA	20	2,29%	1	0,6%
FORD	B-MAX	17	1,95%	3	1,9%
OPEL	MERIVA	17	1,95%	2	1,3%
VOLKSWAGEN	TOURAN	17	1,95%	3	1,9%
CITROEN	PICASSO	12	1,37%	1	0,6%
FORD	S-MAX	9	1,03%		
CHEVROLET	ORLANDO	8	0,92%	4	2,6%
RENAULT	SCENIC	8	0,92%	3	1,9%
SEAT	ALHAMBRA	3	0,34%		
TOYOTA	VERSO S	3	0,34%		
FORD	GALAXY	1	0,11%		
FORD	GRAND C-MAX	1	0,11%		
TOYOTA	VERSO	1	0,11%	1	0,6%
VOLKSWAGEN	SHARAN	1	0,11%		

		YTD		APRIL '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV-M/COMBI		330	1,5%	109	2,0%
Make:	Range:	Volume:	%	Volume:	%
OPEL	VIVARO	55	16,67%	28	25,7%
NISSAN	NV200	48	14,55%	7	6,4%
NISSAN	PRIMASTAR	42	12,73%	9	8,3%
MERCEDES	CITAN	28	8,48%	3	2,8%
FIAT	DOBLO	26	7,88%	12	11,0%
MERCEDES	VITO, VIANO	24	7,27%	10	9,2%
FIAT	SCUDO	19	5,76%	12	11,0%
VOLKSWAGEN	KOMBI	15	4,55%	14	12,8%





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APRIL '14

MERCEDES	SPRINTER	14	4,24%		
FIAT	QUBO	11	3,33%	4	3,7%
MERCEDES	VIANO, VITO	11	3,33%	5	4,6%
MERCEDES	MBHE01	9	2,73%		
VOLKSWAGEN	CADDY	9	2,73%	1	0,9%
CITROEN	BERLINGO	3	0,91%		
FIAT	STRADA	3	0,91%		
FORD	TOURNEO CONNECT	3	0,91%	2	1,8%
PEUGEOT	BOXER	3	0,91%	1	0,9%
CITROEN	NEMO	2	0,61%		
FIAT	DUCATO	1	0,30%		
FIAT	FIORINO	1	0,30%	1	0,9%
MOBITECNO	MOBITECNO	1	0,30%		
OPEL	COMBO	1	0,30%		
VOLKSWAGEN	CRAFTER	1	0,30%		

