



NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

JULY '14

		YTD		JULY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
DUAL PURPOSE		2.421	5,4%	318	4,2%
Make:	Range:	Volume:	%	Volume:	%
AUDI	Q3	400	16,52%	51	16,0%
SUZUKI	SX4	391	16,15%	52	16,4%
DACIA	DUSTER	236	9,75%	21	6,6%
MINI	COUNTRYMAN	236	9,75%	13	4,1%
BMW	X1-SERIES	211	8,72%	26	8,2%
VOLKSWAGEN	TIGUAN	133	5,49%	22	6,9%
SUZUKI	JIMNY	113	4,67%	7	2,2%
HONDA	CR-V	107	4,42%	22	6,9%
TOYOTA	RAV4	98	4,05%	14	4,4%
FORD	KUGA	76	3,14%	12	3,8%
SKODA	YETI	74	3,06%	18	5,7%
BMW	X3-SERIES	71	2,93%	15	4,7%
VOLVO	XC60	68	2,81%	15	4,7%
AUDI	Q5	63	2,60%	8	2,5%
BMW	X5-SERIES	32	1,32%	4	1,3%
MERCEDES	ML-SERIES	15	0,62%	1	0,3%
LAND ROVER	RANGE ROVER EVOQUE	13	0,54%	3	0,9%
CHRYSLER	WRANGLER	10	0,41%		
SUBARU	FORESTER	10	0,41%	3	0,9%
CITROEN	C4 AIRCROSS	8	0,33%		
MERCEDES	GLK-SERIES	8	0,33%	1	0,3%
CHRYSLER	GRAND CHEROKEE	7	0,29%	1	0,3%
SUZUKI	GRAND VITARA	7	0,29%		
PORSCHE	MACAN	6	0,25%	1	0,3%
LAND ROVER	RANGE ROVER	4	0,17%		
NISSAN	X-TRAIL	4	0,17%	3	0,9%
AUDI	Q7	3	0,12%		
NISSAN	MURANO	3	0,12%	3	0,9%
VOLVO	XC90	3	0,12%		
BMW	X6-SERIES	2	0,08%		
CHEVROLET	CAPTIVA	2	0,08%	1	0,3%
FIAT	SEDICI	2	0,08%		
LAND ROVER	RANGE ROVER SPORT	1	0,04%	1	0,3%
LEXUS	RX-SERIES	1	0,04%		
MERCEDES	GL-SERIES	1	0,04%		
NISSAN	PATHFINDER	1	0,04%		
TOYOTA	LAND CRUISER	1	0,04%		

		YTD		JULY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
A		6.790	15,1%	1.182	15,5%
Make:	Range:	Volume:	%	Volume:	%
FIAT	PANDA	1.223	18,01%	298	25,2%
SUZUKI	ALTO	814	11,99%	83	7,0%
FIAT	500	809	11,91%	102	8,6%
VOLKSWAGEN	UP!	701	10,32%	151	12,8%





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JULY '14

TOYOTA	AYGO	636	9,37%	44	3,7%
SKODA	CITIGO	531	7,82%	131	11,1%
SEAT	MII	516	7,60%	30	2,5%
KIA MOTORS	PICANTO	355	5,23%	136	11,5%
CHEVROLET	SPARK	335	4,93%	56	4,7%
HYUNDAI	i 10	205	3,02%	76	6,4%
FORD	KA	136	2,00%	28	2,4%
PEUGEOT	107	135	1,99%	9	0,8%
SMART	FORTWO	105	1,55%	15	1,3%
CITROEN	C1	90	1,33%	7	0,6%
OPEL	ADAM	85	1,25%	8	0,7%
TOYOTA	IQ	57	0,84%	5	0,4%
NISSAN	PIXO	20	0,29%		
RENAULT	TWINGO	19	0,28%	3	0,3%
ABARTH	500	17	0,25%		
CHANGAN	BENNI	1	0,01%		

Segment:	YTD		JULY '14		
	TOTAL	Market Share	TOTAL	Market Share	
B	19.727	43,8%	3.473	45,6%	
Make:	Range:	Volume:	%	Volume:	%
TOYOTA	YARIS	2.531	12,83%	397	11,4%
OPEL	CORSA	2.487	12,61%	416	12,0%
HYUNDAI	i 20	1.967	9,97%	463	13,3%
NISSAN	MICRA	1.833	9,29%	237	6,8%
VOLKSWAGEN	POLO	1.729	8,76%	369	10,6%
FORD	FIESTA	1.563	7,92%	243	7,0%
RENAULT	CLIO	1.109	5,62%	217	6,2%
CITROEN	C3	1.047	5,31%	125	3,6%
SUZUKI	SWIFT	835	4,23%	171	4,9%
PEUGEOT	208	678	3,44%	133	3,8%
SEAT	IBIZA	515	2,61%	117	3,4%
OPEL	MOKKA	385	1,95%	57	1,6%
LANCIA	YPSILON	380	1,93%	45	1,3%
KIA MOTORS	RIO	307	1,56%	68	2,0%
FIAT	GRANDE PUNTO	283	1,43%	51	1,5%
AUDI	A1	275	1,39%	53	1,5%
RENAULT	CAPTUR	261	1,32%	50	1,4%
SUZUKI	SPLASH	260	1,32%	51	1,5%
NISSAN	JUKE	237	1,20%	20	0,6%
MINI	MINI	218	1,11%	83	2,4%
SKODA	FABIA	159	0,81%	20	0,6%
CHEVROLET	AVEO	143	0,72%	14	0,4%
ALFA ROMEO	MITO	106	0,54%	8	0,2%
DACIA	SANDERO	105	0,53%	28	0,8%
HONDA	JAZZ	91	0,46%	11	0,3%
CITROEN	DS3	88	0,45%	9	0,3%
MITSUBISHI	SPACE STAR	64	0,32%	13	0,4%
MINI	PACEMAN	20	0,10%	1	0,0%
CHEVROLET	TRAX	19	0,10%	1	0,0%
BMW	I3	16	0,08%		
MITSUBISHI	COLT	4	0,02%		





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JULY '14

ABARTH	PUNTO	3	0,02%		
DAIHATSU	CHARADE	2	0,01%		
MAZDA	2-SERIES	2	0,01%		
CITROEN	C2	1	0,01%	1	0,0%
HYUNDAI	GETZ	1	0,01%		
MINI	CLUBMAN	1	0,01%		
OPEL	AGILA	1	0,01%		
SUBARU	JUSTY	1	0,01%	1	0,0%
YTD					
JULY '14					
Segment:		TOTAL	Market Share	TOTAL	Market Share
C		11.359	25,2%	1.996	26,2%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	QASHQAI	1.235	10,87%	359	18,0%
VOLKSWAGEN	GOLF	1.056	9,30%	147	7,4%
TOYOTA	AURIS	1.005	8,85%	146	7,3%
OPEL	ASTRA	824	7,25%	144	7,2%
VOLVO	V40	734	6,46%	147	7,4%
AUDI	A3	687	6,05%	76	3,8%
CITROEN	C4	614	5,41%	65	3,3%
BMW	1-SERIES	607	5,34%	73	3,7%
SKODA	RAPID	607	5,34%	92	4,6%
FORD	FOCUS	500	4,40%	59	3,0%
TOYOTA	COROLLA	478	4,21%	77	3,9%
HYUNDAI	i 30	452	3,98%	124	6,2%
MERCEDES	A-SERIES (NEW)	410	3,61%	46	2,3%
SEAT	LEON	304	2,68%	41	2,1%
ALFA ROMEO	GIULIETTA	271	2,39%	20	1,0%
MERCEDES	B-SERIES	212	1,87%	31	1,6%
HONDA	CIVIC	205	1,80%	28	1,4%
SEAT	TOLEDO	155	1,36%	121	6,1%
PEUGEOT	308	125	1,10%	29	1,5%
KIA MOTORS	CEED	103	0,91%	21	1,1%
MITSUBISHI	ASX	90	0,79%	9	0,5%
RENAULT	MEGANE	90	0,79%	14	0,7%
MERCEDES	GLA-SERIES	89	0,78%	15	0,8%
CITROEN	C-ELYSEE	85	0,75%	17	0,9%
VOLKSWAGEN	BEETLE	58	0,51%	21	1,1%
CHEVROLET	CRUZE	53	0,47%	10	0,5%
PEUGEOT	2008	46	0,40%	12	0,6%
MERCEDES	A-SERIES	45	0,40%	22	1,1%
VOLKSWAGEN	JETTA	43	0,38%	6	0,3%
PEUGEOT	3008	24	0,21%	3	0,2%
MAZDA	3-SERIES	23	0,20%		
SUBARU	IMPREZA	19	0,17%		
LEXUS	CT-SERIES	18	0,16%	5	0,3%
CITROEN	DS4	17	0,15%	2	0,1%
MITSUBISHI	LANCER	17	0,15%		
KIA MOTORS	NEW SPORTAGE	16	0,14%	6	0,3%
PEUGEOT	301	13	0,11%	4	0,2%
LANCIA	DELTA	12	0,11%	3	0,2%
BMW	2-SERIES	5	0,04%		





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SUBARU	XV	4	0,04%		
FIAT	BRAVO	3	0,03%	1	0,1%
LEXUS	CT200H	3	0,03%		
HYUNDAI	IX35	1	0,01%		
PEUGEOT	307	1	0,01%		
Segment: D					
		YTD		JULY '14	
		TOTAL	Market Share	TOTAL	Market Share
		2.306	5,1%	314	4,1%
Make:	Range:	Volume:	%	Volume:	%
SKODA	OCTAVIA	775	33,61%	78	24,8%
BMW	3-SERIES	268	11,62%	35	11,1%
MERCEDES	CLA-SERIES	229	9,93%	25	8,0%
VOLKSWAGEN	PASSAT	226	9,80%	31	9,9%
MERCEDES	C-SERIES	170	7,37%	33	10,5%
VOLVO	S60	160	6,94%	32	10,2%
OPEL	INSIGNIA	118	5,12%	18	5,7%
AUDI	A4	71	3,08%	16	5,1%
BMW	4-SERIES	61	2,65%	12	3,8%
TOYOTA	AVENSIS	51	2,21%	10	3,2%
VOLVO	V60	45	1,95%	6	1,9%
AUDI	A5	27	1,17%	1	0,3%
FIAT	LINEA	17	0,74%		
FIAT	FREEMONT	16	0,69%	4	1,3%
CITROEN	C5	13	0,56%	2	0,6%
PEUGEOT	508	13	0,56%	8	2,5%
CITROEN	DS5	12	0,52%	2	0,6%
FORD	MONDEO	12	0,52%		
TOYOTA	PRIUS	9	0,39%		
LEXUS	IS-SERIES	4	0,17%		
SUBARU	LEGACY	4	0,17%		
VOLVO	XC70	4	0,17%	1	0,3%
HONDA	ACCORD	1	0,04%		
Segment: E					
		YTD		JULY '14	
		TOTAL	Market Share	TOTAL	Market Share
		153	0,3%	17	0,2%
Make:	Range:	Volume:	%	Volume:	%
MERCEDES	E-SERIES	67	43,79%	9	52,9%
BMW	5-SERIES	52	33,99%	2	11,8%
SKODA	SUPERB	18	11,76%	3	17,6%
AUDI	A6	12	7,84%	2	11,8%
VOLVO	S80	3	1,96%		
LEXUS	GS-SERIES	1	0,65%	1	5,9%
Segment: F-G					
		YTD		JULY '14	
		TOTAL	Market Share	TOTAL	Market Share
		48	0,1%	4	0,1%
Make:	Range:	Volume:	%	Volume:	%
AUDI	A8	29	60,42%		
MERCEDES	S-SERIES	10	20,83%	3	75,0%





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BMW	7-SERIES	4	8,33%	1	25,0%
PORSCHE	PANAMERA	2	4,17%		
AUDI	A7	1	2,08%		
BENTLEY	CONTINENTAL	1	2,08%		
JAGUAR	XF-TYPE	1	2,08%		

		YTD		JULY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
SPORTS		54	0,1%	12	0,2%
Make:	Range:	Volume:	%	Volume:	%
VOLKSWAGEN	SCIROCCO	14	25,93%	4	33,3%
MINI	MINI COUPE	7	12,96%		
MINI	ROADSTER	7	12,96%	2	16,7%
BMW	6-SERIES	4	7,41%	1	8,3%
MINI	MINI CABRIO	4	7,41%		
OPEL	CASCADA	4	7,41%	1	8,3%
MERCEDES	SL-SERIES	3	5,56%		
MERCEDES	SLK-SERIES	2	3,70%	1	8,3%
MERCEDES	CLK-SERIES	2	3,70%		
TOYOTA	86	2	3,70%	1	8,3%
BMW	Z4-SERIES	1	1,85%		
JAGUAR	F-TYPE	1	1,85%	1	8,3%
PEUGEOT	RCZ	1	1,85%		
PORSCHE	911	1	1,85%	1	8,3%
SUBARU	BRZ	1	1,85%		

		YTD		JULY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV		1.470	3,3%	187	2,5%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	NOTE	885	60,20%	87	46,5%
FIAT	500L	117	7,96%	9	4,8%
SKODA	ROOMSTER	110	7,48%	12	6,4%
CITROEN	C3 PICASSO	57	3,88%	6	3,2%
OPEL	ZAFIRA	55	3,74%	5	2,7%
OPEL	MERIVA	51	3,47%	23	12,3%
VOLKSWAGEN	TOURAN	39	2,65%	6	3,2%
CITROEN	PICASSO	33	2,24%	10	5,3%
FORD	B-MAX	30	2,04%	7	3,7%
SEAT	ALTEA	24	1,63%	1	0,5%
CHEVROLET	ORLANDO	19	1,29%	5	2,7%
FORD	S-MAX	18	1,22%	7	3,7%
RENAULT	SCENIC	12	0,82%	4	2,1%
TOYOTA	VERSO S	5	0,34%		
FORD	GRAND C-MAX	4	0,27%	2	1,1%
SEAT	ALHAMBRA	4	0,27%	1	0,5%
VOLKSWAGEN	SHARAN	4	0,27%	1	0,5%
TOYOTA	VERSO	2	0,14%	1	0,5%
FORD	GALAXY	1	0,07%		





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		YTD		JULY '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV-M/COMBI		739	1,6%	110	1,4%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	NV200	106	14,34%	17	15,5%
FIAT	DOBLO	92	12,45%	20	18,2%
OPEL	VIVARO	85	11,50%	3	2,7%
NISSAN	PRIMASTAR	79	10,69%	5	4,5%
MERCEDES	VITO, VIANO	60	8,12%	15	13,6%
VOLKSWAGEN	CADDY	58	7,85%	7	6,4%
FIAT	SCUDO	47	6,36%	9	8,2%
VOLKSWAGEN	KOMBI	45	6,09%	2	1,8%
MERCEDES	CITAN	38	5,14%	5	4,5%
MERCEDES	VIANO, VITO	25	3,38%	1	0,9%
MERCEDES	SPRINTER	21	2,84%	3	2,7%
FIAT	QUBO	19	2,57%		
CITROEN	JUMPER	14	1,89%	12	10,9%
FORD	TOURNEO CONNECT	9	1,22%	2	1,8%
MERCEDES	MBHE01	9	1,22%		
PEUGEOT	BOXER	4	0,54%		
CITROEN	BERLINGO	3	0,41%		
FIAT	STRADA	3	0,41%		
MERCEDES	VIANO,VITO	3	0,41%	3	2,7%
MERCEDES	V-KLASSE	3	0,41%	3	2,7%
CITROEN	NEMO	2	0,27%		
CITROEN	JUMPY	2	0,27%	1	0,9%
MERCEDES	V-SERIES	2	0,27%		
MOBITECNO	MOBITECNO	2	0,27%		
OPEL	COMBO	2	0,27%		
FIAT	FIORINO	1	0,14%		
FIAT	DUCATO	1	0,14%		
MERCEDES	VIANO	1	0,14%	1	0,9%
PEUGEOT	EXPERT	1	0,14%		
VOLKSWAGEN	CARAVELLE	1	0,14%	1	0,9%
VOLKSWAGEN	CRAFTER	1	0,14%		

