



NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

AUGUST '14

		YTD		AUGUST '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
DUAL PURPOSE		2.674	5,5%	242	6,6%
Make:	Range:	Volume:	%	Volume:	%
AUDI	Q3	438	16,38%	38	15,7%
SUZUKI	SX4	422	15,78%	31	12,8%
DACIA	DUSTER	264	9,87%	28	11,6%
MINI	COUNTRYMAN	255	9,54%	19	7,9%
BMW	X1-SERIES	229	8,56%	17	7,0%
VOLKSWAGEN	TIGUAN	154	5,76%	21	8,7%
SUZUKI	JIMNY	116	4,34%	3	1,2%
HONDA	CR-V	115	4,30%	8	3,3%
TOYOTA	RAV4	113	4,23%	15	6,2%
BMW	X3-SERIES	89	3,33%	15	6,2%
FORD	KUGA	80	2,99%	4	1,7%
SKODA	YETI	80	2,99%	6	2,5%
VOLVO	XC60	80	2,99%	12	5,0%
AUDI	Q5	67	2,51%	4	1,7%
BMW	X5-SERIES	38	1,42%	5	2,1%
MERCEDES	ML-SERIES	15	0,56%		
LAND ROVER	RANGE ROVER EVOQUE	13	0,49%		
BMW	X4-SERIES	12	0,45%	6	2,5%
CITROEN	C4 AIRCROSS	12	0,45%	4	1,7%
CHRYSLER	WRANGLER	11	0,41%	1	0,4%
SUBARU	FORESTER	10	0,37%		
CHRYSLER	GRAND CHEROKEE	8	0,30%	1	0,4%
MERCEDES	GLK-SERIES	8	0,30%		
SUZUKI	GRAND VITARA	7	0,26%		
PORSCHE	MACAN	6	0,22%		
LAND ROVER	RANGE ROVER	5	0,19%	1	0,4%
NISSAN	X-TRAIL	5	0,19%	1	0,4%
AUDI	Q7	3	0,11%		
NISSAN	MURANO	3	0,11%		
VOLVO	XC90	3	0,11%		
BMW	X6-SERIES	2	0,07%		
CHEVROLET	CAPTIVA	2	0,07%		
FIAT	SEDICI	2	0,07%		
NISSAN	PATHFINDER	2	0,07%	1	0,4%
CHRYSLER	CHEROKEE	1	0,04%	1	0,4%
LAND ROVER	RANGE ROVER SPORT	1	0,04%		
LEXUS	RX-SERIES	1	0,04%		
MERCEDES	GL-SERIES	1	0,04%		
TOYOTA	LAND CRUISER	1	0,04%		

		YTD		AUGUST '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
A		7.272	14,9%	482	13,1%
Make:	Range:	Volume:	%	Volume:	%
FIAT	PANDA	1.334	18,34%	111	23,0%
FIAT	500	866	11,91%	58	12,0%





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AUGUST '14

SUZUKI	ALTO	865	11,89%	51	10,6%
VOLKSWAGEN	UP!	732	10,07%	31	6,4%
TOYOTA	AYGO	702	9,65%	66	13,7%
SKODA	CITIGO	562	7,73%	31	6,4%
SEAT	MII	522	7,18%	6	1,2%
KIA MOTORS	PICANTO	383	5,27%	28	5,8%
CHEVROLET	SPARK	339	4,66%	4	0,8%
HYUNDAI	i 10	257	3,53%	52	10,8%
FORD	KA	160	2,20%	24	5,0%
PEUGEOT	107	144	1,98%	9	1,9%
SMART	FORTWO	110	1,51%	5	1,0%
CITROEN	C1	91	1,25%	1	0,2%
OPEL	ADAM	85	1,17%		
TOYOTA	IQ	60	0,83%	3	0,6%
ABARTH	500	20	0,28%	2	0,4%
NISSAN	PIXO	20	0,28%		
RENAULT	NEW TWINGO	19	0,26%		
CHANGAN	BENNI	1	0,01%		

Segment:	Make:	Range:	YTD		AUGUST '14	
			TOTAL	Market Share	TOTAL	Market Share
B			21.335	43,7%	1.608	43,6%
Make:	Range:	Volume:	%	Volume:	%	
TOYOTA	YARIS	2.754	12,91%	223	13,9%	
OPEL	CORSA	2.693	12,62%	206	12,8%	
HYUNDAI	i 20	2.138	10,02%	171	10,6%	
VOLKSWAGEN	POLO	1.883	8,83%	154	9,6%	
NISSAN	MICRA	1.879	8,81%	46	2,9%	
FORD	FIESTA	1.690	7,92%	127	7,9%	
RENAULT	CLIO	1.189	5,57%	80	5,0%	
CITROEN	C3	1.165	5,46%	118	7,3%	
SUZUKI	SWIFT	919	4,31%	84	5,2%	
PEUGEOT	208	718	3,37%	40	2,5%	
SEAT	IBIZA	537	2,52%	22	1,4%	
OPEL	MOKKA	421	1,97%	36	2,2%	
LANCIA	YPSILON	402	1,88%	22	1,4%	
KIA MOTORS	RIO	364	1,71%	57	3,5%	
FIAT	GRANDE PUNTO	304	1,42%	21	1,3%	
AUDI	A1	301	1,41%	26	1,6%	
SUZUKI	SPLASH	293	1,37%	33	2,1%	
RENAULT	CAPTUR	278	1,30%	17	1,1%	
MINI	MINI	259	1,21%	42	2,6%	
NISSAN	JUKE	251	1,18%	14	0,9%	
SKODA	FABIA	172	0,81%	13	0,8%	
CHEVROLET	AVEO	147	0,69%	4	0,2%	
ALFA ROMEO	MITO	127	0,60%	21	1,3%	
DACIA	SANDERO	116	0,54%	11	0,7%	
CITROEN	DS3	95	0,45%	7	0,4%	
HONDA	JAZZ	92	0,43%	1	0,1%	
MITSUBISHI	SPACE STAR	68	0,32%	4	0,2%	
BMW	I3	23	0,11%	7	0,4%	
MINI	PACEMAN	21	0,10%			





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AUGUST '14

Segment:	YTD		AUGUST '14		
	TOTAL	Market Share	TOTAL	Market Share	
C	12.331	25,3%	972	26,3%	
Make:	Range:	Volume:	%	Volume:	%
NISSAN	QASHQAI	1.354	10,98%	119	12,2%
VOLKSWAGEN	GOLF	1.137	9,22%	81	8,3%
TOYOTA	AURIS	1.079	8,75%	74	7,6%
OPEL	ASTRA	889	7,21%	65	6,7%
VOLVO	V40	807	6,54%	73	7,5%
AUDI	A3	752	6,10%	65	6,7%
SKODA	RAPID	659	5,34%	52	5,3%
CITROEN	C4	644	5,22%	30	3,1%
BMW	1-SERIES	640	5,19%	33	3,4%
FORD	FOCUS	537	4,35%	37	3,8%
HYUNDAI	i 30	520	4,22%	68	7,0%
TOYOTA	COROLLA	518	4,20%	40	4,1%
MERCEDES	A-SERIES (NEW)	487	3,95%	32	3,3%
SEAT	LEON	319	2,59%	15	1,5%
ALFA ROMEO	GIULIETTA	297	2,41%	26	2,7%
MERCEDES	B-SERIES	243	1,97%	31	3,2%
HONDA	CIVIC	220	1,78%	15	1,5%
SEAT	TOLEDO	157	1,27%	2	0,2%
PEUGEOT	308	148	1,20%	23	2,4%
KIA MOTORS	CEED	113	0,92%	10	1,0%
MERCEDES	GLA-SERIES	109	0,88%	20	2,1%
NISSAN	ASX	102	0,83%	12	1,2%
CITROEN	C-ELYSEE	95	0,77%	10	1,0%
RENAULT	MEGANE	95	0,77%	5	0,5%
VOLKSWAGEN	BEETLE	62	0,50%	4	0,4%
CHEVROLET	CRUZE	54	0,44%	1	0,1%
PEUGEOT	2008	53	0,43%	7	0,7%
VOLKSWAGEN	JETTA	45	0,36%	2	0,2%
PEUGEOT	3008	34	0,28%	10	1,0%
MAZDA	3-SERIES	23	0,19%		
LEXUS	CT-SERIES	22	0,18%	4	0,4%
CITROEN	DS4	19	0,15%	2	0,2%
SUBARU	IMPREZA	19	0,15%		
NISSAN	LANCER	18	0,15%	1	0,1%
KIA MOTORS	NEW SPORTAGE	17	0,14%	1	0,1%
PEUGEOT	301	14	0,11%	1	0,1%
LANCIA	DELTA	12	0,10%		





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BMW	2-SERIES	6	0,05%	1	0,1%
SUBARU	XV	4	0,03%		
FIAT	BRAVO	3	0,02%		
LEXUS	CT200H	3	0,02%		
HYUNDAI	IX35	1	0,01%		
PEUGEOT	307	1	0,01%		

		YTD		AUGUST '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
D		2.524	5,2%	218	5,9%
Make:	Range:	Volume:	%	Volume:	%
SKODA	OCTAVIA	829	32,84%	54	24,8%
BMW	3-SERIES	286	11,33%	18	8,3%
VOLKSWAGEN	PASSAT	263	10,42%	37	17,0%
MERCEDES	CLA-SERIES	252	9,98%	23	10,6%
MERCEDES	C-SERIES	192	7,61%	22	10,1%
VOLVO	S60	170	6,74%	10	4,6%
OPEL	INSIGNIA	123	4,87%	5	2,3%
AUDI	A4	85	3,37%	14	6,4%
BMW	4-SERIES	68	2,69%	7	3,2%
TOYOTA	AVENSIS	57	2,26%	6	2,8%
VOLVO	V60	47	1,86%	2	0,9%
AUDI	A5	27	1,07%		
FORD	MONDEO	26	1,03%	14	6,4%
FIAT	FREEMONT	17	0,67%	1	0,5%
FIAT	LINEA	17	0,67%		
CITROEN	C5	15	0,59%	2	0,9%
PEUGEOT	508	13	0,52%		
CITROEN	DS5	12	0,48%		
TOYOTA	PRIUS	9	0,36%		
LEXUS	IS-SERIES	7	0,28%	3	1,4%
SUBARU	LEGACY	4	0,16%		
VOLVO	XC70	4	0,16%		
HONDA	ACCORD	1	0,04%		

		YTD		AUGUST '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
E		171	0,4%	18	0,5%
Make:	Range:	Volume:	%	Volume:	%
MERCEDES	E-SERIES	75	43,86%	8	44,4%
BMW	5-SERIES	56	32,75%	4	22,2%
SKODA	SUPERB	20	11,70%	2	11,1%
AUDI	A6	15	8,77%	3	16,7%
VOLVO	S80	4	2,34%	1	5,6%
LEXUS	GS-SERIES	1	0,58%		

		YTD		AUGUST '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
F-G		51	0,1%	3	0,1%
Make:	Range:	Volume:	%	Volume:	%
AUDI	A8	29	56,86%		





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MERCEDES	S-SERIES	12	23,53%	2	66,7%
BMW	7-SERIES	4	7,84%		
PORSCHE	PANAMERA	2	3,92%		
AUDI	A7	1	1,96%		
BENTLEY	CONTINENTAL	1	1,96%		
JAGUAR	XF-TYPE	1	1,96%		
MASERATI	QUATTROPORTE	1	1,96%	1	33,3%

		YTD		AUGUST '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
SPORTS		58	0,1%	4	0,1%
Make:	Range:	Volume:	%	Volume:	%
VOLKSWAGEN	SCIROCCO	14	24,14%		
MINI	ROADSTER	7	12,07%		
MINI	MINI COUPE	7	12,07%		
MINI	MINI CABRIO	6	10,34%	2	50,0%
BMW	6-SERIES	4	6,90%		
OPEL	CASCADA	4	6,90%		
MERCEDES	SL-SERIES	3	5,17%		
MERCEDES	CLK-SERIES	2	3,45%		
MERCEDES	SLK-SERIES	2	3,45%		
PEUGEOT	RCZ	2	3,45%	1	25,0%
SUBARU	BRZ	2	3,45%	1	25,0%
TOYOTA	86	2	3,45%		
BMW	Z4-SERIES	1	1,72%		
JAGUAR	F-TYPE	1	1,72%		
PORSCHE	911	1	1,72%		

		YTD		AUGUST '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV		1.561	3,2%	91	2,5%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	NOTE	913	58,49%	28	30,8%
FIAT	500L	136	8,71%	19	20,9%
SKODA	ROOMSTER	131	8,39%	21	23,1%
OPEL	ZAFIRA	59	3,78%	4	4,4%
CITROEN	C3 PICASSO	58	3,72%	1	1,1%
OPEL	MERIVA	52	3,33%	1	1,1%
VOLKSWAGEN	TOURAN	47	3,01%	8	8,8%
CITROEN	PICASSO	37	2,37%	4	4,4%
FORD	B-MAX	34	2,18%	4	4,4%
SEAT	ALTEA	24	1,54%		
CHEVROLET	ORLANDO	19	1,22%		
FORD	S-MAX	18	1,15%		
RENAULT	SCENIC	13	0,83%	1	1,1%
TOYOTA	VERSO S	5	0,32%		
FORD	GRAND C-MAX	4	0,26%		
SEAT	ALHAMBRA	4	0,26%		
VOLKSWAGEN	SHARAN	4	0,26%		
TOYOTA	VERSO	2	0,13%		
FORD	GALAXY	1	0,06%		





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AUGUST '14

		YTD		AUGUST '14	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV-M/COMBI		792	1,6%	52	1,4%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	NV200	108	13,64%	2	3,8%
FIAT	DOBLO	97	12,25%	5	9,6%
MERCEDES	VITO, VIANO	93	11,74%	5	9,6%
OPEL	VIVARO	85	10,73%		
NISSAN	PRIMASTAR	80	10,10%	1	1,9%
VOLKSWAGEN	CADDY	59	7,45%	1	1,9%
FIAT	SCUDO	53	6,69%	6	11,5%
VOLKSWAGEN	KOMBI	46	5,81%	1	1,9%
MERCEDES	SPRINTER	41	5,18%	20	38,5%
MERCEDES	CITAN	40	5,05%	2	3,8%
FIAT	QUBO	19	2,40%		
CITROEN	JUMPER	14	1,77%		
FORD	TOURNEO CONNECT	10	1,26%	1	1,9%
MERCEDES	MBHE01	10	1,26%		
MERCEDES	V-SERIES	7	0,88%	2	3,8%
CITROEN	JUMPY	5	0,63%	3	5,8%
PEUGEOT	BOXER	4	0,51%		
CITROEN	BERLINGO	3	0,38%		
FIAT	STRADA	3	0,38%		
OPEL	COMBO	3	0,38%	1	1,9%
CITROEN	NEMO	2	0,25%		
MOBITECNO	MOBITECNO	2	0,25%		
PEUGEOT	EXPERT	2	0,25%	1	1,9%
FIAT	FIORINO	1	0,13%		
FIAT	DUCATO	1	0,13%		
MERCEDES	VIANO	1	0,13%		
VOLKSWAGEN	CARAVELLE	1	0,13%		
VOLKSWAGEN	CRAFTER	1	0,13%		
VOLKSWAGEN	TRANSPORTER	1	0,13%	1	1,9%

