



NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

MARCH '15

		YTD		MARCH '15	
Segment:		TOTAL	Market Share	TOTAL	Market Share
DUAL PURPOSE		1.146	6,6%	438	6,7%
Make:	Range:	Volume:	%	Volume:	%
AUDI	Q3	153	13,35%	48	11,0%
SUZUKI	SX4	148	12,91%	48	11,0%
BMW	X1-SERIES	78	6,81%	40	9,1%
DACIA	DUSTER	74	6,46%	26	5,9%
MINI	COUNTRYMAN	72	6,28%	42	9,6%
SUZUKI	JIMNY	54	4,71%	24	5,5%
TOYOTA	RAV4	50	4,36%	15	3,4%
NISSAN	X-TRAIL	45	3,93%	16	3,7%
VOLKSWAGEN	TIGUAN	44	3,84%	15	3,4%
HONDA	CR-V	43	3,75%	12	2,7%
BMW	X3-SERIES	42	3,66%	16	3,7%
SUZUKI	VITARA	42	3,66%	42	9,6%
CHRYSLER	RENEGADE	39	3,40%	13	3,0%
FIAT	500X	38	3,32%	11	2,5%
BMW	X4-SERIES	30	2,62%	12	2,7%
SKODA	YETI	30	2,62%	8	1,8%
FORD	KUGA	26	2,27%	5	1,1%
AUDI	Q5	24	2,09%	8	1,8%
VOLVO	XC60	23	2,01%	8	1,8%
LEXUS	NX-SERIES	17	1,48%	6	1,4%
BMW	X5-SERIES	16	1,40%	4	0,9%
CHRYSLER	CHEROKEE	10	0,87%	3	0,7%
CHRYSLER	WRANGLER	9	0,79%	1	0,2%
LAND ROVER	RANGE ROVER	7	0,61%	2	0,5%
LAND ROVER	RANGE ROVER EVOQUE	5	0,44%	1	0,2%
SUZUKI	GRAND VITARA	5	0,44%	3	0,7%
CHRYSLER	GRAND CHEROKEE	4	0,35%	2	0,5%
MERCEDES	GLK-SERIES	4	0,35%	1	0,2%
SUBARU	FORESTER	4	0,35%	2	0,5%
BMW	X6-SERIES	2	0,17%		
CHEVROLET	CAPTIVA	1	0,09%		
LAND ROVER	DISCOVERY SPORT	1	0,09%	1	0,2%
LEXUS	RX-SERIES	1	0,09%	1	0,2%
MERCEDES	ML-SERIES	1	0,09%		
MERCEDES	G-SERIES	1	0,09%		
PORSCHE	MACAN	1	0,09%		
PORSCHE	CAYENNE	1	0,09%	1	0,2%
SH AUTO	CEO	1	0,09%	1	0,2%

		YTD		MARCH '15	
Segment:		TOTAL	Market Share	TOTAL	Market Share
A		2.015	11,7%	829	12,7%
Make:	Range:	Volume:	%	Volume:	%
FIAT	PANDA	294	14,59%	103	12,4%
TOYOTA	AYGO	289	14,34%	88	10,6%
HYUNDAI	i 10	188	9,33%	77	9,3%





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VOLKSWAGEN	UP!	180	8,93%	108	13,0%
PEUGEOT	108	147	7,30%	58	7,0%
SKODA	CITIGO	143	7,10%	33	4,0%
CITROEN	C1	116	5,76%	49	5,9%
FIAT	500	113	5,61%	60	7,2%
SUZUKI	CELERIO	95	4,71%	65	7,8%
KIA MOTORS	PICANTO	93	4,62%	30	3,6%
SMART	FORTWO	80	3,97%	59	7,1%
CHEVROLET	SPARK	67	3,33%	21	2,5%
FORD	KA	61	3,03%	18	2,2%
SEAT	MII	54	2,68%	23	2,8%
RENAULT	NEW TWINGO	48	2,38%	26	3,1%
OPEL	ADAM	21	1,04%	8	1,0%
SUZUKI	ALTO	19	0,94%	1	0,1%
ABARTH	500	5	0,25%	2	0,2%
TOYOTA	IQ	2	0,10%		

Segment:	YTD		MARCH '15		
	TOTAL	Market Share	TOTAL	Market Share	
B	7.815	45,3%	2.931	44,9%	
Make:	Range:	Volume:	%	Volume:	%
TOYOTA	YARIS	1.238	15,84%	361	12,3%
VOLKSWAGEN	POLO	794	10,16%	317	10,8%
OPEL	CORSA	776	9,93%	281	9,6%
PEUGEOT	208	676	8,65%	240	8,2%
NISSAN	MICRA	631	8,07%	340	11,6%
FORD	FIESTA	598	7,65%	195	6,7%
CITROEN	C3	486	6,22%	177	6,0%
HYUNDAI	i 20	477	6,10%	244	8,3%
SUZUKI	SWIFT	455	5,82%	189	6,4%
RENAULT	CLIO	377	4,82%	151	5,2%
MINI	MINI	200	2,56%	75	2,6%
KIA MOTORS	RIO	165	2,11%	44	1,5%
AUDI	A1	150	1,92%	45	1,5%
OPEL	MOKKA	142	1,82%	44	1,5%
SEAT	IBIZA	122	1,56%	36	1,2%
NISSAN	JUKE	115	1,47%	46	1,6%
RENAULT	CAPTUR	101	1,29%	38	1,3%
LANCIA	YPSILON	42	0,54%	11	0,4%
FIAT	GRANDE PUNTO	41	0,52%	23	0,8%
MITSUBISHI	SPACE STAR	35	0,45%	10	0,3%
DACIA	SANDERO	34	0,44%	9	0,3%
ALFA ROMEO	MITO	28	0,36%	14	0,5%
HONDA	JAZZ	27	0,35%	9	0,3%
CITROEN	DS3	25	0,32%	6	0,2%
SMART	FORFOUR	22	0,28%	14	0,5%
CHEVROLET	TRAX	17	0,22%		
SKODA	FABIA	16	0,20%	5	0,2%
CHEVROLET	AVEO	15	0,19%	4	0,1%
BMW	I3	5	0,06%	1	0,0%
SUZUKI	SPLASH	3	0,04%		
MINI	PACEMAN	2	0,03%	2	0,1%





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Segment:	Make:	Range:	YTD		MARCH '15	
			TOTAL	Market Share	TOTAL	Market Share
C			4.868	28,2%	1.774	27,2%
			Volume:	%	Volume:	%
VOLKSWAGEN		GOLF	528	10,85%	219	12,3%
NISSAN		QASHQAI	439	9,02%	204	11,5%
TOYOTA		AURIS	433	8,89%	118	6,7%
OPEL		ASTRA	365	7,50%	74	4,2%
VOLVO		V40	346	7,11%	149	8,4%
AUDI		A3	304	6,24%	172	9,7%
FORD		FOCUS	259	5,32%	114	6,4%
BMW		1-SERIES	217	4,46%	94	5,3%
SKODA		RAPID	189	3,88%	48	2,7%
MERCEDES		GLA-SERIES	185	3,80%	73	4,1%
MERCEDES		A-SERIES (NEW)	147	3,02%	51	2,9%
HYUNDAI		i 30	142	2,92%	45	2,5%
NISSAN		PULSAR	131	2,69%	41	2,3%
CITROEN		C4	125	2,57%	27	1,5%
PEUGEOT		308	118	2,42%	35	2,0%
TOYOTA		COROLLA	117	2,40%	41	2,3%
CITROEN		C4 CACTUS	116	2,38%	36	2,0%
PEUGEOT		2008	92	1,89%	32	1,8%
SEAT		LEON	75	1,54%	22	1,2%
KIA MOTORS		CEED	72	1,48%	20	1,1%
MERCEDES		B-SERIES	65	1,34%	33	1,9%
HONDA		CIVIC	57	1,17%	15	0,8%
BMW		2-SERIES	49	1,01%	22	1,2%
MITSUBISHI		ASX	48	0,99%	12	0,7%
ALFA ROMEO		GIULIETTA	44	0,90%	14	0,8%
PEUGEOT		3008	38	0,78%	15	0,8%
CITROEN		C-ELYSEE	32	0,66%	6	0,3%
RENAULT		MEGANE	28	0,58%	7	0,4%
KIA MOTORS		NEW SPORTAGE	27	0,55%	9	0,5%
SEAT		TOLEDO	26	0,53%	11	0,6%
PEUGEOT		301	15	0,31%	5	0,3%
CHEVROLET		CRUZE	10	0,21%	5	0,3%
LEXUS		CT-SERIES	10	0,21%	2	0,1%
VOLKSWAGEN		BEETLE	9	0,18%	2	0,1%
CITROEN		DS4	6	0,12%		
MITSUBISHI		LANCER	3	0,06%	1	0,1%
HYUNDAI		ACCENT	1	0,02%		

Segment:	Make:	Range:	YTD		MARCH '15	
			TOTAL	Market Share	TOTAL	Market Share
D			746	4,3%	309	4,7%
			Volume:	%	Volume:	%
SKODA		OCTAVIA	225	30,16%	85	27,5%
MERCEDES		CLA-SERIES	75	10,05%	37	12,0%
VOLKSWAGEN		PASSAT	72	9,65%	29	9,4%
BMW		3-SERIES	71	9,52%	34	11,0%
VOLVO		S60	67	8,98%	29	9,4%





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MERCEDES	C-SERIES	44	5,90%	19	6,1%
BMW	4-SERIES	32	4,29%	20	6,5%
AUDI	A4	30	4,02%	13	4,2%
FORD	MONDEO	26	3,49%	6	1,9%
VOLVO	V60	25	3,35%	8	2,6%
AUDI	A5	23	3,08%	20	6,5%
OPEL	INSIGNIA	23	3,08%	1	0,3%
TOYOTA	AVENSIS	16	2,14%	4	1,3%
CITROEN	C5	10	1,34%	1	0,3%
PEUGEOT	508	4	0,54%		
CITROEN	DS5	1	0,13%	1	0,3%
LEXUS	IS-SERIES	1	0,13%	1	0,3%
TOYOTA	PRIUS	1	0,13%	1	0,3%

		YTD		MARCH '15	
Segment:		TOTAL	Market Share	TOTAL	Market Share
E		38	0,2%	20	0,3%
Make:	Range:	Volume:	%	Volume:	%
MERCEDES	E-SERIES	15	39,47%	9	45,0%
BMW	5-SERIES	14	36,84%	5	25,0%
SKODA	SUPERB	4	10,53%	2	10,0%
AUDI	A6	3	7,89%	3	15,0%
VOLVO	S80	2	5,26%	1	5,0%

		YTD		MARCH '15	
Segment:		TOTAL	Market Share	TOTAL	Market Share
F-G		7	0,0%	4	0,1%
Make:	Range:	Volume:	%	Volume:	%
AUDI	A7	3	42,86%	1	25,0%
MERCEDES	S-SERIES	3	42,86%	2	50,0%
BMW	7-SERIES	1	14,29%	1	25,0%

		YTD		MARCH '15	
Segment:		TOTAL	Market Share	TOTAL	Market Share
SPORTS		22	0,1%	10	0,2%
Make:	Range:	Volume:	%	Volume:	%
VOLKSWAGEN	SCIROCCO	5	22,73%	3	30,0%
BMW	I8	3	13,64%	3	30,0%
MERCEDES	CLK-SERIES	3	13,64%		
AUDI	TT	2	9,09%		
MINI	MINI CABRIO	2	9,09%		
TOYOTA	GT86	2	9,09%	1	10,0%
BMW	Z4-SERIES	1	4,55%	1	10,0%
NISSAN	370Z	1	4,55%	1	10,0%
PEUGEOT	RCZ	1	4,55%	1	10,0%
PORSCHE	911	1	4,55%		
SUBARU	BRZ	1	4,55%		





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MARCH '15

		YTD		MARCH '15	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV		383	2,2%	134	2,1%
Make:	Range:	Volume:	%	Volume:	%
NISSAN	NOTE	172	44,91%	52	38,8%
SKODA	ROOMSTER	62	16,19%	28	20,9%
FIAT	500L	37	9,66%	23	17,2%
CITROEN	PICASSO	25	6,53%	8	6,0%
FORD	B-MAX	16	4,18%	4	3,0%
CITROEN	C3 PICASSO	13	3,39%	10	7,5%
OPEL	ZAFIRA	12	3,13%		
OPEL	MERIVA	11	2,87%		
VOLKSWAGEN	TOURAN	11	2,87%	4	3,0%
FORD	GRAND C-MAX	8	2,09%	1	0,7%
CHEVROLET	ORLANDO	6	1,57%	1	0,7%
RENAULT	SCENIC	4	1,04%		
SEAT	ALHAMBRA	2	0,52%	1	0,7%
SEAT	ALTEA	2	0,52%	1	0,7%
FORD	S-MAX	1	0,26%	1	0,7%
VOLKSWAGEN	SHARAN	1	0,26%		

		YTD		MARCH '15	
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV-M/COMBI		228	1,3%	79	1,2%
Make:	Range:	Volume:	%	Volume:	%
CITROEN	BERLINGO	44	19,30%	1	1,3%
PEUGEOT	PARTNER	38	16,67%	1	1,3%
NISSAN	NV200	29	12,72%	16	20,3%
VOLKSWAGEN	CADDY	26	11,40%	20	25,3%
FIAT	DOBLO	15	6,58%	5	6,3%
FIAT	SCUDO	11	4,82%	6	7,6%
FORD	TOURNEO CONNECT	11	4,82%	3	3,8%
MERCEDES	VITO, VIANO	10	4,39%	3	3,8%
MERCEDES	V-SERIES	10	4,39%	7	8,9%
FIAT	QUBO	7	3,07%	2	2,5%
OPEL	VIVARO	7	3,07%	2	2,5%
MERCEDES	CITAN	5	2,19%	3	3,8%
CITROEN	NEMO	3	1,32%	3	3,8%
PEUGEOT	EXPERT	3	1,32%	2	2,5%
CITROEN	JUMPY	2	0,88%		
MERCEDES	SPRINTER	2	0,88%	2	2,5%
FORD	TRANSIT/TOURNEO	1	0,44%	1	1,3%
FORD	TOURNEO COURIER	1	0,44%	1	1,3%
FORD	TRANSIT	1	0,44%		
MERCEDES	212	1	0,44%	1	1,3%
VOLKSWAGEN	KOMBI	1	0,44%		

