



NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

MARCH '11

YTD

		MARCH '11		YTD	MARCH '11	
Segment:		TOTAL	Market Share		TOTAL	Market Share
4X4 - ATV		429	1,7%		115	1,3%
Make:	Range:	Volume:	%		Volume:	%
DAIHATSU	TERIOS	111	25,87%		39	33,9%
SUZUKI	JIMNY	97	22,61%		16	13,9%
SUZUKI	GRAND VITARA	70	16,32%		15	13,0%
CHRYSLER	CHEROKEE	49	11,42%		18	15,7%
CHRYSLER	WRANGLER	21	4,90%		5	4,3%
BMW	X5-SERIES	18	4,20%		8	7,0%
LADA	LADA 4X4	11	2,56%			
LEXUS	RX450H	7	1,63%		3	2,6%
PORSCHE	CAYENNE	7	1,63%		1	0,9%
BMW	X3-SERIES	6	1,40%		4	3,5%
CHRYSLER	GRAND CHEROKEE	6	1,40%			
MERCEDES	GLK-SERIES	6	1,40%		3	2,6%
MERCEDES	ML-SERIES	4	0,93%			
TOYOTA	LAND CRUISER	4	0,93%		1	0,9%
LAND ROVER	RANGE ROVER	3	0,70%			
AUDI	Q7	2	0,47%		1	0,9%
CHEVROLET	CAPTIVA	2	0,47%			
LEXUS	RX400H	2	0,47%			
LAND ROVER	DEFENDER	1	0,23%		1	0,9%
NISSAN	PATHFINDER	1	0,23%			
SSANGYONG	REXTON	1	0,23%			

		MARCH '11		YTD	MARCH '11	
Segment:		TOTAL	Market Share		TOTAL	Market Share
4X4 - SUV		1342	5,3%		436	5,1%
Make:	Range:	Volume:	%		Volume:	%
VOLKSWAGEN	TIGUAN	238	17,73%		84	19,3%
SKODA	YETI	211	15,72%		84	19,3%
DACIA	DUSTER	169	12,59%		61	14,0%
TOYOTA	RAV4	135	10,06%		47	10,8%
SUZUKI	SX4	103	7,68%		14	3,2%
BMW	X1-SERIES	98	7,30%		26	6,0%
NISSAN	X-TRAIL	62	4,62%		10	2,3%
KIA MOTORS	SPORTAGE	60	4,47%		10	2,3%
VOLVO	XC60	55	4,10%		15	3,4%
AUDI	Q5	43	3,20%		16	3,7%
SUBARU	FORESTER	43	3,20%		26	6,0%
FIAT	SEDICI	40	2,98%		10	2,3%
FORD	KUGA	32	2,38%		15	3,4%
BMW	X6-SERIES	12	0,89%		6	1,4%
HONDA	CR-V	10	0,75%		3	0,7%
HYUNDAI	IX35	7	0,52%			
OPEL	ANTARA	7	0,52%		4	0,9%
MITSUBISHI	OUTLANDER	5	0,37%			
CHRYSLER	COMPASS	4	0,30%		2	0,5%
CHRYSLER	PATRIOT	3	0,22%		2	0,5%





NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

MARCH '11

YTD

SH AUTO	CEO	2	0,15%	1	0,2%
HYUNDAI	TUCSON	1	0,07%		
MAZDA	CX7	1	0,07%		
PEUGEOT	4007	1	0,07%		

Segment:	MARCH '11		YTD	MARCH '11	
	TOTAL	Market Share		TOTAL	Market Share
A	4109	16,3%		1341	15,7%
Make:	Range:	Volume:	%	Volume:	%

FIAT	PANDA	694	16,89%	243	18,1%
HYUNDAI	i 10	590	14,36%	148	11,0%
SMART	FORTWO	434	10,56%	160	11,9%
TOYOTA	AYGO	405	9,86%	149	11,1%
FIAT	500	400	9,73%	133	9,9%
CHEVROLET	SPARK	324	7,89%	117	8,7%
PEUGEOT	107	255	6,21%	73	5,4%
FORD	KA	175	4,26%	52	3,9%
NISSAN	PIXO	171	4,16%	52	3,9%
TOYOTA	IQ	152	3,70%	47	3,5%
CITROEN	C1	146	3,55%	48	3,6%
SUZUKI	ALTO	121	2,94%	28	2,1%
RENAULT	NEW TWINGO	62	1,51%	31	2,3%
KIA MOTORS	PICANTO	61	1,48%	25	1,9%
SUZUKI	SPLASH	38	0,92%	4	0,3%
DAIHATSU	CUORE	24	0,58%	14	1,0%
OPEL	AGILA	22	0,54%	4	0,3%
ABARTH	500	19	0,46%	8	0,6%
VOLKSWAGEN	FOX	9	0,22%	3	0,2%
CHEVROLET	MATIZ	3	0,07%		
HX AUTO	NOBLE	2	0,05%	2	0,1%
CHANGAN	BENNI	1	0,02%		
SUZUKI	WAGON R	1	0,02%		

Segment:	MARCH '11		YTD	MARCH '11	
	TOTAL	Market Share		TOTAL	Market Share
B	9514	37,7%		3062	35,9%
Make:	Range:	Volume:	%	Volume:	%

TOYOTA	YARIS	1561	16,41%	347	11,3%
OPEL	CORSA	1343	14,12%	398	13,0%
VOLKSWAGEN	POLO	1150	12,09%	293	9,6%
FORD	FIESTA	875	9,20%	374	12,2%
SEAT	IBIZA	458	4,81%	179	5,8%
CITROEN	C3	446	4,69%	115	3,8%
SKODA	FABIA	386	4,06%	165	5,4%
HYUNDAI	i 20	385	4,05%	118	3,9%
NISSAN	MICRA	328	3,45%	184	6,0%
SUZUKI	SWIFT	325	3,42%	81	2,6%
FIAT	GRANDE PUNTO	287	3,02%	93	3,0%
NISSAN	JUKE	287	3,02%	107	3,5%
PEUGEOT	207	254	2,67%	77	2,5%
MINI	MINI	237	2,49%	86	2,8%
AUDI	A1	222	2,33%	128	4,2%





NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

MARCH '11

YTD

ALFA ROMEO	MITO	195	2,05%	82	2,7%
HONDA	JAZZ	162	1,70%	59	1,9%
MAZDA	2-SERIES	99	1,04%	24	0,8%
CITROEN	DS3	98	1,03%	25	0,8%
DAIHATSU	SIRION	88	0,92%	34	1,1%
MITSUBISHI	COLT	87	0,91%	18	0,6%
RENAULT	CLIO	85	0,89%	30	1,0%
DACIA	SANDERO	46	0,48%	14	0,5%
PEUGEOT	206 PLUS	30	0,32%	9	0,3%
CHEVROLET	AVEO	20	0,21%	10	0,3%
FIAT	PUNTO EVO	18	0,19%	4	0,1%
ABARTH	PUNTO	14	0,15%	2	0,1%
LANCIA	YPSILON	12	0,13%	3	0,1%
SUBARU	JUSTY	11	0,12%	2	0,1%
CHEVROLET	AVEO-KALOS	2	0,02%		
CHEVROLET	KALOS	1	0,01%		
HYUNDAI	GETZ	1	0,01%	1	0,0%
SUZUKI	IGNIS	1	0,01%		

Segment:	MARCH '11		YTD		MARCH '11	
	TOTAL	Market Share	TOTAL	Market Share	TOTAL	Market Share
C	6282	24,9%			2301	27,0%
Make:	Range:	Volume:	%	Volume:	%	
TOYOTA	AURIS	865	13,77%	265	11,5%	
OPEL	ASTRA	799	12,72%	251	10,9%	
SKODA	OCTAVIA	612	9,74%	221	9,6%	
FORD	FOCUS	565	8,99%	362	15,7%	
VOLKSWAGEN	GOLF	464	7,39%	127	5,5%	
NISSAN	QASHQAI	299	4,76%	98	4,3%	
KIA MOTORS	CEED	278	4,43%	78	3,4%	
SEAT	LEON	278	4,43%	108	4,7%	
ALFA ROMEO	GIULIETTA	256	4,08%	69	3,0%	
MITSUBISHI	ASX	248	3,95%	79	3,4%	
HYUNDAI	i 30	204	3,25%	63	2,7%	
BMW	1-SERIES	188	2,99%	98	4,3%	
CITROEN	C4	162	2,58%	101	4,4%	
HONDA	CIVIC	153	2,44%	62	2,7%	
AUDI	A3	131	2,09%	43	1,9%	
CHEVROLET	CRUZE	111	1,77%	48	2,1%	
TOYOTA	COROLLA	75	1,19%	30	1,3%	
MITSUBISHI	LANCER	68	1,08%	33	1,4%	
RENAULT	MEGANE	65	1,03%	14	0,6%	
MERCEDES	B-SERIES	59	0,94%	6	0,3%	
PEUGEOT	308	53	0,84%	17	0,7%	
VOLVO	C30	46	0,73%	24	1,0%	
NISSAN	TIIDA	42	0,67%	14	0,6%	
PEUGEOT	3008	39	0,62%	17	0,7%	
HONDA	INSIGHT	31	0,49%	12	0,5%	
MAZDA	3-SERIES	31	0,49%	5	0,2%	
LANCIA	DELTA	30	0,48%	10	0,4%	
FIAT	BRAVO	27	0,43%	8	0,3%	
RENAULT	FLUENCE	26	0,41%	6	0,3%	





NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

MARCH '11

YTD

LEXUS	CT200H	22	0,35%	19	0,8%
SUBARU	IMPREZA	18	0,29%	5	0,2%
VOLKSWAGEN	JETTA	15	0,24%	2	0,1%
DACIA	LOGAN	9	0,14%	2	0,1%
HYUNDAI	ACCENT	5	0,08%	2	0,1%
ALFA ROMEO	147	3	0,05%	1	0,0%
CHEVROLET	LACETTI	2	0,03%	1	0,0%
CHEVROLET	LANOS	1	0,02%		
FIAT	LINEA	1	0,02%		
PEUGEOT	307	1	0,02%		

		MARCH '11		YTD		MARCH '11	
Segment:		TOTAL	Market Share	TOTAL	Market Share	TOTAL	Market Share
D		1807	7,2%	675	7,9%		
Make:	Range:	Volume:	%	Volume:	%		
OPEL	INSIGNIA	383	21,20%	114	16,9%		
TOYOTA	AVENSIS	207	11,46%	58	8,6%		
VOLKSWAGEN	PASSAT	184	10,18%	72	10,7%		
BMW	3-SERIES	152	8,41%	81	12,0%		
VOLVO	S60	130	7,19%	35	5,2%		
VOLVO	S40	118	6,53%	54	8,0%		
FORD	MONDEO	112	6,20%	56	8,3%		
MERCEDES	C-SERIES	111	6,14%	73	10,8%		
AUDI	A4	108	5,98%	26	3,9%		
CITROEN	C5	75	4,15%	17	2,5%		
TOYOTA	PRIUS	65	3,60%	23	3,4%		
SKODA	SUPERB	41	2,27%	15	2,2%		
MAZDA	6-SERIES	23	1,27%	17	2,5%		
ALFA ROMEO	159	20	1,11%	7	1,0%		
SAAB	SAAB 9-3	20	1,11%	5	0,7%		
SAAB	SAAB 9-3X	12	0,66%	2	0,3%		
PEUGEOT	508	10	0,55%	10	1,5%		
CHRYSLER	CALIBER	9	0,50%	4	0,6%		
AUDI	A4 ALLROAD	4	0,22%	1	0,1%		
SEAT	EXEO	4	0,22%	1	0,1%		
VOLVO	V60	4	0,22%	3	0,4%		
BMW	M3-SERIES	3	0,17%	1	0,1%		
HONDA	ACCORD	3	0,17%				
LEXUS	IS 250	3	0,17%				
VOLVO	V50	3	0,17%				
PEUGEOT	407	2	0,11%				
OPEL	VECTRA	1	0,06%				

		MARCH '11		YTD		MARCH '11	
Segment:		TOTAL	Market Share	TOTAL	Market Share	TOTAL	Market Share
E		125	0,5%	57	0,7%		
Make:	Range:	Volume:	%	Volume:	%		
MERCEDES	E-SERIES	61	48,80%	34	59,6%		
SAAB	SAAB 9-5	32	25,60%	11	19,3%		
BMW	5-SERIES	22	17,60%	10	17,5%		
VOLVO	S80	5	4,00%	1	1,8%		
JAGUAR	X-TYPE	2	1,60%				





NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

MARCH '11

YTD

SUBARU	LEGACY	2	1,60%	1	1,8%
AUDI	A6	1	0,80%		
MARCH '11 YTD MARCH '11					
Segment:		TOTAL	Market Share	TOTAL	Market Share
F		21	0,1%	5	0,1%
Make:	Range:	Volume:	%	Volume:	%
BMW	7-SERIES	9	42,86%	1	20,0%
MERCEDES	CLS-SERIES	5	23,81%	2	40,0%
MERCEDES	S-SERIES	4	19,05%	2	40,0%
MERCEDES	R-SERIES	2	9,52%		
LEXUS	GS450H	1	4,76%		
MARCH '11 YTD MARCH '11					
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV		1025	4,1%	372	4,4%
Make:	Range:	Volume:	%	Volume:	%
OPEL	MERIVA	165	16,10%	57	15,3%
SKODA	ROOMSTER	110	10,73%	24	6,5%
NISSAN	NOTE	107	10,44%	79	21,2%
KIA MOTORS	VENGA	84	8,20%	20	5,4%
MERCEDES	A-SERIES	77	7,51%	29	7,8%
CITROEN	PICASSO	63	6,15%	8	2,2%
VOLKSWAGEN	TOURAN	51	4,98%	23	6,2%
FORD	FOCUS C-MAX	43	4,20%	17	4,6%
OPEL	ZAFIRA	39	3,80%	16	4,3%
TOYOTA	URBAN CRUISER	36	3,51%	12	3,2%
FORD	FUSION	35	3,41%	11	3,0%
SEAT	ALTEA	32	3,12%	15	4,0%
TOYOTA	VERSO	26	2,54%	16	4,3%
CITROEN	C3 PICASSO	25	2,44%	8	2,2%
FORD	S-MAX	20	1,95%	5	1,3%
RENAULT	SCENIC	20	1,95%	4	1,1%
PEUGEOT	5008	14	1,37%	4	1,1%
HYUNDAI	MATRIX	10	0,98%		
FORD	GRAND C-MAX	9	0,88%	1	0,3%
LANCIA	MUSA	9	0,88%	1	0,3%
SUBARU	TREZIA	7	0,68%	7	1,9%
CITROEN	BERLINGO	6	0,59%	3	0,8%
FIAT	QUBO	6	0,59%	3	0,8%
KIA MOTORS	SOUL	6	0,59%	1	0,3%
VOLKSWAGEN	SHARAN	5	0,49%		
RENAULT	KANGOO	4	0,39%	1	0,3%
SEAT	ALTEA FREETRACK	4	0,39%		
CHEVROLET	ORLANDO	3	0,29%	3	0,8%
FORD	GALAXY	3	0,29%	1	0,3%
PEUGEOT	PARTNER	3	0,29%	2	0,5%
MAZDA	5-SERIES	1	0,10%	1	0,3%
OPEL	COMBO	1	0,10%		
PEUGEOT	EXPERT	1	0,10%		





NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

MARCH '11

YTD

		MARCH '11		YTD	MARCH '11	
Segment:		TOTAL	Market Share		TOTAL	Market Share
Sp Cabrio		118	0,5%		18	0,2%
Make:	Range:	Volume:	%		Volume:	%
PEUGEOT	308 CC	70	59,32%		1	5,6%
OPEL	ASTRA CABRIO	11	9,32%		2	11,1%
PEUGEOT	207 CC	10	8,47%		4	22,2%
AUDI	A3 CABRIOLET	8	6,78%			
VOLKSWAGEN	EOS	7	5,93%		5	27,8%
BMW	3-SERIES	5	4,24%		3	16,7%
MINI	MINI	5	4,24%		2	11,1%
RENAULT	MEGANE CC	1	0,85%		1	5,6%
VOLKSWAGEN	NEW BEETLE	1	0,85%			

		MARCH '11		YTD	MARCH '11	
Segment:		TOTAL	Market Share		TOTAL	Market Share
Sp Coupe		353	1,4%		98	1,1%
Make:	Range:	Volume:	%		Volume:	%
VOLKSWAGEN	SCIROCCO	269	76,20%		71	72,4%
AUDI	A5	33	9,35%		11	11,2%
HONDA	CR-Z	15	4,25%		6	6,1%
MERCEDES	CLC-SERIES	11	3,12%		5	5,1%
PEUGEOT	RCZ	10	2,83%		2	2,0%
RENAULT	MEGANE COUPE	6	1,70%		1	1,0%
MAZDA	RX-8	4	1,13%			
ALFA ROMEO	BRERA	2	0,57%		2	2,0%
ALFA ROMEO	GT	1	0,28%			
NISSAN	GT-R	1	0,28%			
TOYOTA	CELICA	1	0,28%			

		MARCH '11		YTD	MARCH '11	
Segment:		TOTAL	Market Share		TOTAL	Market Share
Sp Roadster		30	0,1%		9	0,1%
Make:	Range:	Volume:	%		Volume:	%
BMW	Z4-SERIES	16	53,33%		5	55,6%
MERCEDES	SLK-SERIES	6	20,00%		4	44,4%
MAZDA	MX-5	5	16,67%			
AUDI	TT	2	6,67%			
AUDI	R8	1	3,33%			

		MARCH '11		YTD	MARCH '11	
Segment:		TOTAL	Market Share		TOTAL	Market Share
CARAVAN		6	0,0%			
Make:	Range:	Volume:	%		Volume:	%
C.I./ROLLERTEAM	RIVIERA	1	16,67%			
CHALLENGER/CH ALISSON	GENESIS	1	16,67%			
MC LOUIS	M700	1	16,67%			
MC LOUIS	P700	1	16,67%			
MOBILVETTA	M600	1	16,67%			
TRIGANO	MAGEO	1	16,67%			





NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

MARCH '11

YTD

		MARCH '11		YTD	MARCH '11	
Segment:		TOTAL	Market Share		TOTAL	Market Share
COMBI-LARGE		32	0,1%		11	0,1%
Make:	Range:	Volume:	%		Volume:	%
NISSAN	NV200	6	18,75%			
VOLKSWAGEN	KOMBI	6	18,75%		3	27,3%
FIAT	DUCATO	3	9,38%		1	9,1%
VOLKSWAGEN	TRANSPORTER	3	9,38%		1	9,1%
CITROEN	JUMPY	2	6,25%		2	18,2%
FORD	TRANSIT/TOURNEO	2	6,25%			
MERCEDES	SPRINTER	2	6,25%			
OPEL	VIVARO	2	6,25%		1	9,1%
FIAT	SCUDO	1	3,13%		1	9,1%
MERCEDES	VITO, VIANO	1	3,13%			
MERCEDES	VIANO	1	3,13%		1	9,1%
RENAULT	TRAFIC	1	3,13%			
VOLKSWAGEN	CRAFTER	1	3,13%		1	9,1%
VOLKSWAGEN	MULTIVAN	1	3,13%			

		MARCH '11		YTD	MARCH '11	
Segment:		TOTAL	Market Share		TOTAL	Market Share
COMBI-SMALL		63	0,2%		28	0,3%
Make:	Range:	Volume:	%		Volume:	%
FIAT	DOBLO	46	73,02%		23	82,1%
VOLKSWAGEN	CADDY	11	17,46%		4	14,3%
CITROEN	NEMO	4	6,35%		1	3,6%
FIAT	FIORINO	2	3,17%			

