



NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

MARCH '12

YTD

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
4X4 - ATV		240	1,4%		73	1,5%
Make:	Range:	Volume:	%		Volume:	%
BMW	X1-SERIES	57	23,75%		15	20,5%
SUZUKI	GRAND VITARA	42	17,50%		30	41,1%
SUZUKI	JIMNY	38	15,83%		7	9,6%
AUDI	Q5	25	10,42%		6	8,2%
BMW	X3-SERIES	22	9,17%		3	4,1%
DAIHATSU	TERIOS	20	8,33%		3	4,1%
CHRYSLER	WRANGLER	6	2,50%		2	2,7%
BMW	X5-SERIES	5	2,08%		1	1,4%
MERCEDES	ML-SERIES	4	1,67%		1	1,4%
CHRYSLER	CHEROKEE	3	1,25%		2	2,7%
LAND ROVER	RANGE ROVER	3	1,25%		1	1,4%
AUDI	Q7	2	0,83%			
BMW	X6-SERIES	2	0,83%		1	1,4%
CHRYSLER	GRAND CHEROKEE	2	0,83%		1	1,4%
LAND ROVER	DEFENDER	2	0,83%			
MERCEDES	GLK-SERIES	2	0,83%			
SSANGYONG	KYRON	2	0,83%			
CHEVROLET	CAPTIVA	1	0,42%			
PORSCHE	CAYENNE	1	0,42%			
TOYOTA	LAND CRUISER	1	0,42%			

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
4X4 - SUV		996	5,8%		210	4,3%
Make:	Range:	Volume:	%		Volume:	%
VOLKSWAGEN	TIGUAN	288	28,92%		41	19,5%
AUDI	Q3	162	16,27%		52	24,8%
SKODA	YETI	135	13,55%		19	9,0%
DACIA	DUSTER	131	13,15%		27	12,9%
SUZUKI	SX4	88	8,84%		39	18,6%
MINI	COUNTRYMAN	43	4,32%		3	1,4%
VOLVO	XC60	38	3,82%		11	5,2%
TOYOTA	RAV4	27	2,71%		4	1,9%
SUBARU	FORESTER	26	2,61%		4	1,9%
FIAT	SEDICI	23	2,31%			
CHRYSLER	COMPASS	12	1,20%		5	2,4%
FORD	KUGA	8	0,80%		1	0,5%
HONDA	CR-V	4	0,40%			
VOLVO	XC90	3	0,30%		2	1,0%
OPEL	ANTARA	2	0,20%			
INFINITI	FX37	1	0,10%			
JAC	REIN SRV	1	0,10%		1	0,5%
KIA MOTORS	SPORTAGE	1	0,10%			
LAND ROVER	FREELANDER	1	0,10%		1	0,5%
LEXUS	RX450H	1	0,10%			
NISSAN	X-TRAIL	1	0,10%			





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MARCH '12

YTD

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
A		2651	15,4%		728	14,9%
Make:	Range:	Volume:	%		Volume:	%
FIAT	PANDA	425	16,03%		92	12,6%
HYUNDAI	i 10	363	13,69%		60	8,2%
PEUGEOT	107	329	12,41%		109	15,0%
FIAT	500	224	8,45%		63	8,7%
TOYOTA	AYGO	219	8,26%		71	9,8%
KIA MOTORS	PICANTO	193	7,28%		46	6,3%
SMART	FORTWO	145	5,47%		53	7,3%
CHEVROLET	SPARK	141	5,32%		27	3,7%
SUZUKI	ALTO	133	5,02%		41	5,6%
VOLKSWAGEN	UP!	118	4,45%		52	7,1%
FORD	KA	82	3,09%		18	2,5%
TOYOTA	IQ	69	2,60%		19	2,6%
CITROEN	C1	54	2,04%		22	3,0%
SUZUKI	SPLASH	43	1,62%		17	2,3%
NISSAN	PIXO	40	1,51%		12	1,6%
RENAULT	NEW TWINGO	29	1,09%		7	1,0%
VOLKSWAGEN	FOX	15	0,57%		8	1,1%
DAIHATSU	CUORE	12	0,45%		3	0,4%
ABARTH	500	11	0,41%		7	1,0%
OPEL	AGILA	5	0,19%		1	0,1%
ASTON MARTIN	CYGNET	1	0,04%			

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
B		7315	42,6%		2037	41,6%
Make:	Range:	Volume:	%		Volume:	%
OPEL	CORSA	1417	19,37%		351	17,2%
TOYOTA	YARIS	951	13,00%		292	14,3%
VOLKSWAGEN	POLO	722	9,87%		171	8,4%
FORD	FIESTA	662	9,05%		249	12,2%
SUZUKI	SWIFT	368	5,03%		102	5,0%
HYUNDAI	i 20	367	5,02%		101	5,0%
NISSAN	MICRA	309	4,22%		98	4,8%
SKODA	FABIA	304	4,16%		56	2,7%
CITROEN	C3	241	3,29%		130	6,4%
SEAT	IBIZA	233	3,19%		71	3,5%
FIAT	GRANDE PUNTO	185	2,53%		26	1,3%
PEUGEOT	207	177	2,42%		52	2,6%
RENAULT	CLIO	164	2,24%		33	1,6%
HONDA	JAZZ	156	2,13%		35	1,7%
LANCIA	YPSILON	155	2,12%		49	2,4%
NISSAN	JUKE	154	2,11%		32	1,6%
KIA MOTORS	RIO	148	2,02%		23	1,1%
MINI	MINI	122	1,67%		39	1,9%
AUDI	A1	96	1,31%		29	1,4%
ALFA ROMEO	MITO	91	1,24%		36	1,8%
CHEVROLET	AVEO	83	1,13%		32	1,6%





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MARCH '12

YTD

mitsubishi	COLT	66	0,90%	11	0,5%
MAZDA	2-SERIES	49	0,67%	8	0,4%
PEUGEOT	206 PLUS	35	0,48%		
CITROEN	DS3	13	0,18%	5	0,2%
FIAT	PUNTO EVO	11	0,15%		
DAIHATSU	CHARADE	10	0,14%		
DAIHATSU	SIRION	9	0,12%	3	0,1%
DACIA	SANDERO	8	0,11%		
ABARTH	PUNTO	6	0,08%	2	0,1%
LIFAN	LIFAN	2	0,03%	1	0,0%
CHEVROLET	AVEO-KALOS	1	0,01%		
MARCH '12 YTD MARCH '12					
Segment:		TOTAL	Market Share	TOTAL	Market Share
C		4106	23,9%	1287	26,3%
Make:	Range:	Volume:	%	Volume:	%
OPEL	ASTRA	772	18,80%	249	19,3%
VOLKSWAGEN	GOLF	383	9,33%	113	8,8%
NISSAN	QASHQAI	353	8,60%	96	7,5%
SKODA	OCTAVIA	325	7,92%	76	5,9%
TOYOTA	AURIS	256	6,23%	136	10,6%
ALFA ROMEO	GIULIETTA	182	4,43%	33	2,6%
VOLVO	S40	160	3,90%	34	2,6%
BMW	1-SERIES	157	3,82%	21	1,6%
mitsubishi	ASX	141	3,43%	26	2,0%
AUDI	A3	128	3,12%	49	3,8%
HYUNDAI	i 30	122	2,97%	74	5,7%
FORD	FOCUS	111	2,70%	33	2,6%
CITROEN	C4	101	2,46%	56	4,4%
RENAULT	MEGANE	90	2,19%	37	2,9%
SEAT	LEON	89	2,17%	20	1,6%
PEUGEOT	3008	86	2,09%	46	3,6%
KIA MOTORS	CEED	85	2,07%	11	0,9%
CHEVROLET	CRUZE	84	2,05%	39	3,0%
KIA MOTORS	NEW SPORTAGE	59	1,44%	8	0,6%
HONDA	CIVIC	45	1,10%	14	1,1%
MERCEDES	B-SERIES	37	0,90%	18	1,4%
HYUNDAI	IX35	35	0,85%	11	0,9%
VOLKSWAGEN	BEETLE	33	0,80%	11	0,9%
PEUGEOT	308	31	0,75%	6	0,5%
VOLKSWAGEN	JETTA	31	0,75%	5	0,4%
mitsubishi	LANCER	24	0,58%	6	0,5%
VOLVO	V50	24	0,58%	10	0,8%
LEXUS	CT200H	23	0,56%	8	0,6%
VOLVO	C30	22	0,54%	11	0,9%
LANCIA	DELTA	20	0,49%	9	0,7%
RENAULT	FLUENCE	18	0,44%	4	0,3%
CITROEN	DS4	15	0,37%	2	0,2%
TOYOTA	COROLLA	15	0,37%	7	0,5%
MAZDA	3-SERIES	14	0,34%	3	0,2%
DACIA	LOGAN	12	0,29%	3	0,2%
FIAT	BRAVO	11	0,27%		





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MARCH '12

YTD

HONDA	INSIGHT	7	0,17%		
NISSAN	TIIDA	2	0,05%	1	0,1%
PEUGEOT	307	1	0,02%	1	0,1%
SUBARU	IMPREZA	1	0,02%		
SUBARU	XV	1	0,02%		

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
D		1066	6,2%		341	7,0%
Make:	Range:	Volume:	%		Volume:	%
VOLKSWAGEN	PASSAT	205	19,23%		38	11,1%
OPEL	INSIGNIA	184	17,26%		56	16,4%
VOLVO	S60	155	14,54%		64	18,8%
MERCEDES	C-SERIES	125	11,73%		34	10,0%
TOYOTA	AVENSIS	70	6,57%		28	8,2%
PEUGEOT	508	66	6,19%		20	5,9%
AUDI	A4	63	5,91%		27	7,9%
BMW	3-SERIES	57	5,35%		18	5,3%
FORD	MONDEO	47	4,41%		17	5,0%
VOLVO	V60	40	3,75%		14	4,1%
SKODA	SUPERB	15	1,41%		8	2,3%
TOYOTA	PRIUS	12	1,13%		6	1,8%
CITROEN	C5	8	0,75%		2	0,6%
MAZDA	6-SERIES	6	0,56%		2	0,6%
SEAT	EXEO	4	0,38%		2	0,6%
AUDI	A5	3	0,28%		2	0,6%
VOLVO	V70	2	0,19%		1	0,3%
AUDI	A4 ALLROAD	1	0,09%			
LEXUS	IS 250	1	0,09%			
SAAB	SAAB 9-3	1	0,09%		1	0,3%
VOLVO	XC70	1	0,09%		1	0,3%

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
E		82	0,5%		32	0,7%
Make:	Range:	Volume:	%		Volume:	%
MERCEDES	E-SERIES	31	37,80%		8	25,0%
BMW	5-SERIES	19	23,17%		9	28,1%
AUDI	A6	17	20,73%		8	25,0%
VOLVO	S80	11	13,41%		7	21,9%
SAAB	SAAB 9-5	2	2,44%			
SUBARU	LEGACY	2	2,44%			

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
F		1	0,0%			
Make:	Range:	Volume:	%		Volume:	%
AUDI	A8	1	100,00%			





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MARCH '12

YTD

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
MPV		471	2,7%		133	2,7%
Make:	Range:	Volume:	%		Volume:	%
OPEL	MERIVA	116	24,63%		20	15,0%
SKODA	ROOMSTER	55	11,68%		14	10,5%
MERCEDES	A-SERIES	41	8,70%		11	8,3%
KIA MOTORS	VENGA	26	5,52%		3	2,3%
KIA MOTORS	SOUL	24	5,10%		8	6,0%
FORD	GRAND C-MAX	23	4,88%		8	6,0%
RENAULT	SCENIC	23	4,88%		15	11,3%
VOLKSWAGEN	TOURAN	22	4,67%		7	5,3%
FORD	S-MAX	20	4,25%		7	5,3%
SEAT	ALTEA	20	4,25%		7	5,3%
FORD	FOCUS C-MAX	15	3,18%		6	4,5%
NISSAN	NOTE	15	3,18%		4	3,0%
VOLKSWAGEN	SHARAN	12	2,55%		5	3,8%
FIAT	QUBO	11	2,34%		3	2,3%
OPEL	ZAFIRA	8	1,70%		6	4,5%
TOYOTA	URBAN CRUISER	7	1,49%		1	0,8%
TOYOTA	VERSO S	7	1,49%		2	1,5%
RENAULT	MEGANE SCENIC	5	1,06%			
CITROEN	PICASSO	4	0,85%		1	0,8%
CHEVROLET	ORLANDO	3	0,64%		1	0,8%
CITROEN	C3 PICASSO	3	0,64%		1	0,8%
SUBARU	TREZIA	3	0,64%			
TOYOTA	VERSO	3	0,64%		2	1,5%
FORD	GALAXY	2	0,42%			
PEUGEOT	5008	2	0,42%		1	0,8%
HYUNDAI	MATRIX	1	0,21%			

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
MPV-M		91	0,5%		16	0,3%
Make:	Range:	Volume:	%		Volume:	%
CITROEN	BERLINGO	45	49,45%			
FIAT	DOBLO	23	25,27%		6	37,5%
RENAULT	KANGOO	7	7,69%		2	12,5%
VOLKSWAGEN	CADDY	6	6,59%		2	12,5%
PEUGEOT	EXPERT	5	5,49%		5	31,3%
FIAT	FIORINO	2	2,20%			
CITROEN	NEMO	1	1,10%		1	6,3%
OPEL	COMBO	1	1,10%			
PEUGEOT	PARTNER	1	1,10%			

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
Sp Cabrio		22	0,1%		4	0,1%
Make:	Range:	Volume:	%		Volume:	%
VOLKSWAGEN	EOS	10	45,45%		1	25,0%





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YTD

PEUGEOT	207 CC	4	18,18%	1	25,0%
AUDI	A3 CABRIOLET	3	13,64%	1	25,0%
OPEL	ASTRA CABRIO	2	9,09%		
PEUGEOT	308 CC	2	9,09%		
MINI	MINI CABRIO	1	4,55%	1	25,0%

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
Sp Coupe		87	0,5%		26	0,5%
Make:	Range:	Volume:	%		Volume:	%
VOLKSWAGEN	SCIROCCO	62	71,26%		18	69,2%
AUDI	A5 COUPE	8	9,20%		1	3,8%
PEUGEOT	RCZ	4	4,60%		1	3,8%
AUDI	TT COUPE	3	3,45%			
RENAULT	MEGANE COUPE	3	3,45%		2	7,7%
VOLVO	C70	3	3,45%		3	11,5%
HONDA	CR-Z	2	2,30%			
MERCEDES	E-SERIES COUPE	1	1,15%			
MINI	MINI COUPE	1	1,15%		1	3,8%

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
Sp Roadster		23	0,1%		6	0,1%
Make:	Range:	Volume:	%		Volume:	%
MERCEDES	SLK-SERIES	7	30,43%		1	16,7%
BMW	Z4-SERIES	5	21,74%		3	50,0%
MAZDA	MX-5	3	13,04%			
AUDI	TT	2	8,70%		1	16,7%
AUDI	R8	1	4,35%			
MERCEDES	SLS-SERIES	1	4,35%			
MINI	MINI ROADSTER	1	4,35%			
OPEL	GT	1	4,35%			
PORSCHE	911	1	4,35%			
SMART	FORTWO CABRIO	1	4,35%		1	16,7%

		MARCH '12		YTD	MARCH '12	
Segment:		TOTAL	Market Share		TOTAL	Market Share
COMBI		28	0,2%		8	0,2%
Make:	Range:	Volume:	%		Volume:	%
CITROEN	JUMPER	9	32,14%		1	12,5%
NISSAN	NV200	4	14,29%		2	25,0%
MERCEDES	VITO, VIANO	3	10,71%		1	12,5%
RENAULT	TRAFIC	3	10,71%		1	12,5%
FIAT	SCUDO	2	7,14%			
VOLKSWAGEN	TRANSPORTER	2	7,14%		1	12,5%
FORD	TRANSIT	1	3,57%			
MERCEDES	VIANO	1	3,57%		1	12,5%
OPEL	VIVARO	1	3,57%			
PIAGGIO	PORTER	1	3,57%			
VOLKSWAGEN	KOMBI	1	3,57%		1	12,5%

