



NEW PC REGISTRATIONS BY SEGMENT ΤΑΞΙΝΟΜΗΣΕΙΣ ΕΠΙΒΑΤΙΚΩΝ ΚΑΤΑ ΚΑΤΗΓΟΡΙΑ

AUGUST '13

YTD

		AUGUST '13		YTD	AUGUST '13	
Segment:		TOTAL	Market Share		TOTAL	Market Share
4X4 - ATV		529	1,3%		42	1,2%
Make:	Range:	Volume:	%		Volume:	%
BMW	X1-SERIES	186	35,16%		16	38,1%
BMW	X3-SERIES	74	13,99%		7	16,7%
SUZUKI	JIMNY	63	11,91%		2	4,8%
AUDI	Q5	62	11,72%		8	19,0%
DAIHATSU	TERIOS	30	5,67%			
SUZUKI	GRAND VITARA	20	3,78%		1	2,4%
MERCEDES	GLK-SERIES	15	2,84%		2	4,8%
MERCEDES	ML-SERIES	12	2,27%		2	4,8%
LAND ROVER	RANGE ROVER EVOQU	11	2,08%			
BMW	X5-SERIES	9	1,70%		1	2,4%
CHRYSLER	WRANGLER	8	1,51%		2	4,8%
BMW	X6-SERIES	6	1,13%			
CHRYSLER	GRAND CHEROKEE	6	1,13%			
AUDI	Q7	5	0,95%			
LAND ROVER	RANGE ROVER	4	0,76%			
LAND ROVER	DISCOVERY	4	0,76%			
CHEVROLET	CAPTIVA	3	0,57%			
CHRYSLER	CHEROKEE	3	0,57%			
TOYOTA	LAND CRUISER	3	0,57%			
MERCEDES	GL-SERIES	2	0,38%			
PORSCHE	CAYENNE	2	0,38%		1	2,4%
VOLKSWAGEN	TOUAREG	1	0,19%			

		AUGUST '13		YTD	AUGUST '13	
Segment:		TOTAL	Market Share		TOTAL	Market Share
4X4 - SUV		1289	3,2%		121	3,6%
Make:	Range:	Volume:	%		Volume:	%
SKODA	YETI	248	19,24%		15	12,4%
DACIA	DUSTER	199	15,44%		49	40,5%
VOLKSWAGEN	TIGUAN	180	13,96%		11	9,1%
AUDI	Q3	176	13,65%		10	8,3%
MINI	COUNTRYMAN	155	12,02%		10	8,3%
SUZUKI	SX4	107	8,30%		6	5,0%
FORD	KUGA	87	6,75%		5	4,1%
VOLVO	XC60	74	5,74%		3	2,5%
TOYOTA	RAV4	27	2,09%		8	6,6%
NISSAN	X-TRAIL	13	1,01%			
FIAT	SEDICI	7	0,54%		2	1,7%
KIA MOTORS	SPORTAGE	6	0,47%		1	0,8%
VOLVO	XC90	4	0,31%			
SUBARU	FORESTER	2	0,16%			
LEXUS	RX400H	1	0,08%			
LEXUS	RX450H	1	0,08%			
MITSUBISHI	OUTLANDER	1	0,08%		1	0,8%
OPEL	ANTARA	1	0,08%			





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AUGUST '13

YTD

		AUGUST '13		YTD	AUGUST '13	
Segment:		TOTAL	Market Share		TOTAL	Market Share
A		6600	16,4%		472	14,0%
Make:	Range:	Volume:	%		Volume:	%
FIAT	NEW PANDA	1123	17,02%		72	15,3%
TOYOTA	AYGO	675	10,23%		69	14,6%
HYUNDAI	i 10	650	9,85%		44	9,3%
VOLKSWAGEN	UP!	569	8,62%		36	7,6%
FIAT	500	475	7,20%		51	10,8%
SUZUKI	ALTO	434	6,58%		23	4,9%
CHEVROLET	SPARK	357	5,41%		28	5,9%
SKODA	CITIGO	322	4,88%		16	3,4%
SEAT	Mii	287	4,35%		11	2,3%
CITROEN	C1	266	4,03%		11	2,3%
PEUGEOT	107	236	3,58%		12	2,5%
SMART	FORTWO	225	3,41%		16	3,4%
KIA MOTORS	PICANTO	203	3,08%		12	2,5%
NISSAN	PIXO	180	2,73%		13	2,8%
SUZUKI	SPLASH	166	2,52%		16	3,4%
OPEL	ADAM	122	1,85%		19	4,0%
TOYOTA	IQ	88	1,33%		8	1,7%
FIAT	PANDA	86	1,30%			
FORD	KA	75	1,14%		13	2,8%
DAIHATSU	CUORE	26	0,39%			
ABARTH	500	16	0,24%		2	0,4%
RENAULT	NEW TWINGO	15	0,23%			
OPEL	AGILA	2	0,03%			
HX AUTO	NOBLE	1	0,02%			
VOLKSWAGEN	FOX	1	0,02%			
		AUGUST '13		YTD	AUGUST '13	
Segment:		TOTAL	Market Share		TOTAL	Market Share
B		17920	44,6%		1536	45,6%
Make:	Range:	Volume:	%		Volume:	%
TOYOTA	YARIS	2603	14,53%		257	16,7%
OPEL	CORSA	2116	11,81%		217	14,1%
VOLKSWAGEN	POLO	1673	9,34%		119	7,7%
HYUNDAI	i 20	1496	8,35%		159	10,4%
NISSAN	MICRA	1185	6,61%		48	3,1%
CITROEN	C3	1137	6,34%		122	7,9%
FORD	FIESTA	1023	5,71%		107	7,0%
SUZUKI	SWIFT	828	4,62%		82	5,3%
SKODA	FABIA	747	4,17%		32	2,1%
SEAT	IBIZA	725	4,05%		34	2,2%
FIAT	GRANDE PUNTO	655	3,66%		38	2,5%
PEUGEOT	208	633	3,53%		31	2,0%
LANCIA	YPSILON	600	3,35%		44	2,9%
RENAULT	CLIO	496	2,77%		75	4,9%
KIA MOTORS	RIO	328	1,83%		20	1,3%
NISSAN	JUKE	306	1,71%		31	2,0%
AUDI	A1	285	1,59%		27	1,8%





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AUGUST '13

YTD

HONDA	JAZZ	176	0,98%	13	0,8%
MINI	MINI	176	0,98%	20	1,3%
CITROEN	DS3	165	0,92%	10	0,7%
ALFA ROMEO	MITO	155	0,86%	19	1,2%
CHEVROLET	AVEO	112	0,63%	5	0,3%
OPEL	MOKKA	111	0,62%	18	1,2%
DAIHATSU	SIRION	49	0,27%		
MAZDA	2-SERIES	44	0,25%		
MITSUBISHI	COLT	42	0,23%	4	0,3%
DAIHATSU	CHARADE	36	0,20%		
MINI	PACEMAN	11	0,06%	3	0,2%
ABARTH	PUNTO	2	0,01%		
MINI	CLUBMAN	2	0,01%	1	0,1%
CHEVROLET	TRAX	1	0,01%		
DACIA	SANDERO	1	0,01%		
HYUNDAI	GETZ	1	0,01%		

		AUGUST '13		YTD		AUGUST '13	
Segment:		TOTAL	Market Share	TOTAL	Market Share	TOTAL	Market Share
C		10723	26,7%			955	28,3%
Make:	Range:	Volume:	%	Volume:	%		
VOLKSWAGEN	GOLF	1279	11,93%	133	13,9%		
OPEL	ASTRA	1074	10,02%	38	4,0%		
TOYOTA	AURIS	856	7,98%	69	7,2%		
NISSAN	QASHQAI	755	7,04%	59	6,2%		
HYUNDAI	i 30	694	6,47%	48	5,0%		
CITROEN	C4	633	5,90%	40	4,2%		
AUDI	A3	507	4,73%	63	6,6%		
BMW	1-SERIES	473	4,41%	58	6,1%		
SKODA	RAPID	454	4,23%	55	5,8%		
SEAT	LEON	449	4,19%	30	3,1%		
SKODA	OCTAVIA	448	4,18%	66	6,9%		
MERCEDES	A-SERIES (NEW)	415	3,87%	31	3,2%		
FORD	FOCUS	366	3,41%	61	6,4%		
VOLVO	V40	347	3,24%	23	2,4%		
ALFA ROMEO	GIULIETTA	314	2,93%	26	2,7%		
HONDA	CIVIC	255	2,38%	17	1,8%		
MERCEDES	B-SERIES	199	1,86%	19	2,0%		
MITSUBISHI	ASX	199	1,86%	13	1,4%		
RENAULT	MEGANE	167	1,56%	9	0,9%		
VOLVO	V40 CROSS COUNTRY	137	1,28%	20	2,1%		
KIA MOTORS	CEED	120	1,12%	11	1,2%		
PEUGEOT	301	80	0,75%	6	0,6%		
VOLKSWAGEN	BEETLE	71	0,66%	3	0,3%		
CITROEN	C-ELYSEE	65	0,61%	6	0,6%		
PEUGEOT	308	63	0,59%	1	0,1%		
PEUGEOT	3008	40	0,37%	2	0,2%		
HYUNDAI	IX35	39	0,36%	8	0,8%		
FIAT	LINEA	37	0,35%				
CITROEN	DS4	36	0,34%	7	0,7%		
CHEVROLET	CRUZE	29	0,27%	2	0,2%		
KIA MOTORS	NEW SPORTAGE	27	0,25%	6	0,6%		





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YTD

VOLKSWAGEN	JETTA	21	0,20%	13	1,4%
LANCIA	DELTA	18	0,17%	5	0,5%
MITSUBISHI	LANCER	17	0,16%	2	0,2%
LEXUS	CT200H	12	0,11%	1	0,1%
TOYOTA	COROLLA	11	0,10%		
VOLVO	C30	8	0,07%	4	0,4%
FIAT	BRAVO	2	0,02%		
HONDA	INSIGHT	2	0,02%		
MAZDA	3-SERIES	2	0,02%		
CITROEN	DS5	1	0,01%		
VOLVO	S40	1	0,01%		

Segment:	AUGUST '13		YTD		AUGUST '13	
	TOTAL	Market Share	TOTAL	Market Share	TOTAL	Market Share
D	1583	3,9%			141	4,2%
Make:	Range:	Volume:	%		Volume:	%

VOLKSWAGEN	PASSAT	237	14,97%	13	9,2%
VOLVO	S60	214	13,52%	19	13,5%
BMW	3-SERIES SEDAN	211	13,33%	2	1,4%
OPEL	INSIGNIA	168	10,61%	8	5,7%
MERCEDES	C-SERIES	153	9,67%	5	3,5%
MERCEDES	CLA-SERIES	105	6,63%	21	14,9%
TOYOTA	AVENSIS	94	5,94%	9	6,4%
VOLVO	V60	91	5,75%	23	16,3%
AUDI	A4	80	5,05%	11	7,8%
PEUGEOT	508	57	3,60%		
CITROEN	C5	32	2,02%	1	0,7%
SKODA	SUPERB	25	1,58%	1	0,7%
BMW	3-SERIES	24	1,52%	19	13,5%
AUDI	A5	18	1,14%	1	0,7%
FORD	MONDEO	16	1,01%	2	1,4%
TOYOTA	PRIUS	15	0,95%	4	2,8%
AUDI	A4 ALLROAD	8	0,51%	1	0,7%
BMW	3-SERIES TOURING	7	0,44%		
SEAT	EXEO	7	0,44%		
FIAT	FREEMONT	6	0,38%		
VOLVO	XC70	4	0,25%	1	0,7%
SAAB	SAAB 9-3	3	0,19%		
BMW	3-SERIES GT	2	0,13%		
LEXUS	IS 250	2	0,13%		
BMW	M3-SERIES	1	0,06%		
HONDA	ACCORD	1	0,06%		
LEXUS	IS300H	1	0,06%		
VOLVO	V70	1	0,06%		

Segment:	AUGUST '13		YTD		AUGUST '13	
	TOTAL	Market Share	TOTAL	Market Share	TOTAL	Market Share
E	97	0,2%			9	0,3%
Make:	Range:	Volume:	%		Volume:	%

MERCEDES	E-SERIES	47	48,45%	7	77,8%
BMW	5-SERIES SEDAN	31	31,96%		
AUDI	A6	7	7,22%		





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AUGUST '13

YTD

BMW	5-SERIES TOURING	4	4,12%	1	11,1%
VOLVO	S80	4	4,12%		
AUDI	ALLROAD	3	3,09%	1	11,1%
SAAB	SAAB 9-5	1	1,03%		
AUGUST '13 YTD AUGUST '13					
Segment:		TOTAL	Market Share	TOTAL	Market Share
F		9	0,0%		
Make:	Range:	Volume:	%	Volume:	%
AUDI	A8	3	33,33%		
MERCEDES	CLS-SERIES	2	22,22%		
MERCEDES	S-SERIES	2	22,22%		
AUDI	A7	1	11,11%		
BMW	7-SERIES	1	11,11%		
AUGUST '13 YTD AUGUST '13					
Segment:		TOTAL	Market Share	TOTAL	Market Share
G		2	0,0%		
Make:	Range:	Volume:	%	Volume:	%
BENTLEY	CONTINENTAL FLYING SLIP	1	50,00%		
PORSCHE	PANAMERA	1	50,00%		
AUGUST '13 YTD AUGUST '13					
Segment:		TOTAL	Market Share	TOTAL	Market Share
MPV		777	1,9%	56	1,7%
Make:	Range:	Volume:	%	Volume:	%
SKODA	ROOMSTER	154	19,82%	12	21,4%
FIAT	500L	107	13,77%	6	10,7%
OPEL	MERIVA	77	9,91%	7	12,5%
VOLKSWAGEN	TOURAN	62	7,98%	4	7,1%
OPEL	ZAFIRA	53	6,82%	4	7,1%
FORD	B-MAX	39	5,02%	3	5,4%
CITROEN	C3 PICASSO	32	4,12%	3	5,4%
SEAT	ALTEA	29	3,73%	4	7,1%
FORD	GRAND C-MAX	27	3,47%	4	7,1%
TOYOTA	VERSO S	26	3,35%	3	5,4%
FORD	FOCUS C-MAX	25	3,22%	1	1,8%
FORD	S-MAX	22	2,83%	2	3,6%
NISSAN	NOTE	17	2,19%		
SUBARU	TREZIA	16	2,06%		
RENAULT	SCENIC	15	1,93%	1	1,8%
CHEVROLET	ORLANDO	13	1,67%	1	1,8%
FIAT	QUBO	13	1,67%	1	1,8%
CITROEN	PICASSO	10	1,29%		
VOLKSWAGEN	SHARAN	10	1,29%		
KIA MOTORS	VENGA	9	1,16%		
SEAT	ALHAMBRA	5	0,64%		
TOYOTA	URBAN CRUISER	5	0,64%		
PEUGEOT	5008	4	0,51%		
SEAT	ALTEA XL	2	0,26%		
FORD	GALAXY	1	0,13%		





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AUGUST '13

YTD

FORD	C-MAX	1	0,13%
HYUNDAI	IX20	1	0,13%
RENAULT	MEGANE SCENIC	1	0,13%
SEAT	ALTEA FREETRACK	1	0,13%
AUGUST '13 YTD AUGUST '13			
Segment:		TOTAL Market Share	TOTAL Market Share
MPV-M		169 0,4%	7 0,2%
Make:	Range:	Volume: %	Volume: %
FIAT	DOBLO	86 50,89%	3 42,9%
VOLKSWAGEN	CADDY	36 21,30%	2 28,6%
FIAT	STRADA	17 10,06%	2 28,6%
MERCEDES	CITAN	15 8,88%	
CITROEN	BERLINGO	6 3,55%	
OPEL	COMBO	5 2,96%	
RENAULT	KANGOO	2 1,18%	
CITROEN	NEMO	1 0,59%	
PEUGEOT	EXPERT	1 0,59%	
AUGUST '13 YTD AUGUST '13			
Segment:		TOTAL Market Share	TOTAL Market Share
Sp Cabrio		77 0,2%	4 0,1%
Make:	Range:	Volume: %	Volume: %
OPEL	CASCADA	25 32,47%	
AUDI	A3 CABRIOLET	18 23,38%	1 25,0%
AUDI	A5 CABRIOLET	9 11,69%	
MINI	MINI CABRIO	9 11,69%	
CITROEN	DS3 CABRIO	6 7,79%	3 75,0%
PEUGEOT	308 CC	4 5,19%	
MERCEDES	CLK-SERIES	2 2,60%	
VOLKSWAGEN	EOS	2 2,60%	
BMW	3-SERIES CABRIO	1 1,30%	
OPEL	ASTRA CABRIO	1 1,30%	
AUGUST '13 YTD AUGUST '13			
Segment:		TOTAL Market Share	TOTAL Market Share
Sp Coupe		57 0,1%	2 0,1%
Make:	Range:	Volume: %	Volume: %
VOLKSWAGEN	SCIROCCO	30 52,63%	1 50,0%
MINI	COUPE	5 8,77%	
AUDI	A5 COUPE	4 7,02%	
TOYOTA	86	4 7,02%	
AUDI	TT COUPE	3 5,26%	
BMW	1-SERIES COUPE	3 5,26%	
PEUGEOT	RCZ	3 5,26%	1 50,0%
HONDA	CR-Z	2 3,51%	
PORSCHE	911 COUPE	2 3,51%	
BMW	6-SERIES	1 1,75%	





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YTD

		AUGUST '13		YTD	AUGUST '13	
Segment:		TOTAL	Market Share		TOTAL	Market Share
Sp Roadster		33	0,1%		1	0,0%
Make:	Range:	Volume:	%		Volume:	%
MERCEDES	SLK-SERIES	8	24,24%		1	100,0%
MINI	ROADSTER	5	15,15%			
SMART	FORTWO CABRIO	5	15,15%			
AUDI	TT	4	12,12%			
BMW	Z4-SERIES	4	12,12%			
AUDI	R8	3	9,09%			
MAZDA	MX-5	2	6,06%			
PORSCHE	CAYMAN	2	6,06%			

		AUGUST '13		YTD	AUGUST '13	
Segment:		TOTAL	Market Share		TOTAL	Market Share
CARAVAN		1	0,0%			
Make:	Range:	Volume:	%		Volume:	%
C.I./ROLLERTEAM	AUTOROLLER 3	1	100,00%			

		AUGUST '13		YTD	AUGUST '13	
Segment:		TOTAL	Market Share		TOTAL	Market Share
COMBI		289	0,7%		25	0,7%
Make:	Range:	Volume:	%		Volume:	%
MERCEDES	VITO, VIANO	76	26,30%		15	60,0%
NISSAN	NV200	56	19,38%		4	16,0%
OPEL	VIVARO	52	17,99%		1	4,0%
FIAT	SCUDO	36	12,46%		2	8,0%
NISSAN	PRIMASTAR	32	11,07%		1	4,0%
VOLKSWAGEN	KOMBI	17	5,88%			
FIAT	DUCATO	5	1,73%			
CITROEN	JUMPY	4	1,38%			
PEUGEOT	PEUGEOT	3	1,04%			
VOLKSWAGEN	TRANSPORTER	2	0,69%			
FORD	TRANSIT/TOURNEO	1	0,35%		1	4,0%
HOBBY	TL 500 GES C	1	0,35%		1	4,0%
IVECO	40C11,13,15,17,21,14G, 45C15,17	1	0,35%			
MERCEDES	SPRINTER	1	0,35%			
RENAULT	TRAFIC	1	0,35%			
VOLKSWAGEN	CARAVELLE	1	0,35%			

