

MINISTERO DELLE INFRASTRUTTURE E DEI TRASPORTI
CENTRO ELABORAZIONE DATI

MERCATO DEL NUOVO

DATI STATISTICI DELLE IMMATRICOLAZIONI DI AUTOVETTURE DEL MESE DI MAGGIO 2025

MARCHE			MAGGIO		VAR (%)	GENNAIO - MAGGIO				
	2025	%	2024	%		2025	%	2024	%	VAR (%)
ALFA ROMEO	2.482	1.78	2.001	1.43	24.04	14.249	1.97	10.820	1.49	31.69
AUDI	6.294	4.52	6.811	4.88	-7.59	30.982	4.29	31.744	4.37	-2.40
BMW	6.848	4.91	6.432	4.61	6.47	33.023	4.57	31.400	4.32	5.17
BYD	1.945	1.40	53	0.04		7.601	1.05	269	0.04	
CHRYSLER/JEEP/DODGE	5.914	4.24	6.577	4.71	-10.08	32.197	4.46	32.440	4.47	-0.75
CITROEN/DS	5.782	4.15	6.174	4.42	-6.35	31.998	4.43	34.233	4.71	-6.53
CUPRA	2.333	1.67	1.587	1.14	47.01	9.397	1.30	7.745	1.07	21.33
DACIA	7.834	5.62	4.670	3.34	67.75	46.678	6.46	40.288	5.55	15.86
DR/EVO	2.636	1.89	2.518	1.80	4.69	11.253	1.56	11.111	1.53	1.28
FIAT	11.932	8.56	12.962	9.28	-7.95	71.449	9.89	78.687	10.83	-9.20
FORD	6.900	4.95	6.292	4.51	9.66	32.253	4.46	33.011	4.54	-2.30
HONDA	854	0.61	518	0.37	64.86	3.949	0.55	3.297	0.45	19.78
HYUNDAI	4.310	3.09	4.782	3.43	-9.87	21.029	2.91	22.805	3.14	-7.79
KIA	3.466	2.49	4.497	3.22	-22.93	19.378	2.68	20.545	2.83	-5.68
LANCIA	639	0.46	3.827	2.74	-83.30	4.649	0.64	20.542	2.83	-77.37
LAND ROVER	569	0.41	1.079	0.77	-47.27	3.484	0.48	4.596	0.63	-24.19
LYNK&CO	25	0.02	140	0.10	-82.14	176	0.02	500	0.07	-64.80
MASERATI	140	0.10	228	0.16	-38.60	778	0.11	1.231	0.17	-36.80
MAZDA	956	0.69	1.156	0.83	-17.30	4.765	0.66	6.353	0.87	-25.00
MERCEDES	4.780	3.43	4.744	3.40	0.76	24.070	3.33	21.512	2.96	11.89
MG	4.299	3.08	3.704	2.65	16.06	25.143	3.48	17.276	2.38	45.54
MINI	1.398	1.00	1.104	0.79	26.63	6.405	0.89	6.042	0.83	6.01
MITSUBISHI	123	0.09	827	0.59	-85.13	734	0.10	2.137	0.29	-65.65
NISSAN	2.070	1.49	3.072	2.20	-32.62	17.378	2.41	18.493	2.55	-6.03
OMODA/JAECCO	988	0.71	20	0.01		3.983	0.55	127	0.02	
OPEL	3.596	2.58	4.177	2.99	-13.91	18.913	2.62	21.446	2.95	-11.81
PEUGEOT	8.635	6.19	6.569	4.71	31.45	43.060	5.96	36.881	5.08	16.75
PORSCHE	622	0.45	719	0.51	-13.49	2.928	0.41	4.158	0.57	-29.58
RENAULT	7.772	5.58	8.232	5.90	-5.59	35.529	4.92	36.288	5.00	-2.09
SEAT	603	0.43	1.402	1.00	-56.99	4.333	0.60	6.726	0.93	-35.58
SKODA	3.720	2.67	3.201	2.29	16.21	16.743	2.32	16.147	2.22	3.69
SMART	52	0.04	278	0.20	-81.29	352	0.05	1.459	0.20	-75.87
SUBARU	287	0.21	157	0.11	82.80	1.066	0.15	643	0.09	65.79
SUZUKI	2.703	1.94	2.575	1.84	4.97	14.684	2.03	16.848	2.32	-12.84
TESLA MOTORS	855	0.61	1.073	0.77	-20.32	4.771	0.66	5.138	0.71	-7.14
TOYOTA/LEXUS	11.702	8.40	11.601	8.31	0.87	58.470	8.09	57.180	7.87	2.26
VOLKSWAGEN	10.752	7.71	11.502	8.24	-6.52	52.614	7.28	54.384	7.49	-3.25
VOLVO	1.160	0.83	1.705	1.22	-31.96	6.201	0.86	8.865	1.22	-30.05
ALTRE	1.414	1.01	646	0.46	118.89	5.787	0.80	2.980	0.41	94.19
TOTALE	139.390	100	139.612	100	-0.16	722.452	100	726.347	100	-0.54