

MINISTERO DELLE INFRASTRUTTURE E DEI TRASPORTI
CENTRO ELABORAZIONE DATI

MERCATO DEL NUOVO

DATI STATISTICI DELLE IMMATRICOLAZIONI DI AUTOVETTURE DEL MESE DI NOVEMBRE 2025

MARCHE	NOVEMBRE					GENNAIO - NOVEMBRE				
	2025	%	2024	%	VAR (%)	2025	%	2024	%	VAR (%)
ALFA ROMEO	1.906	1.53	2.479	1.99	-23.11	26.592	1.88	20.884	1.44	27.33
AUDI	6.003	4.83	5.278	4.25	13.74	63.702	4.49	64.435	4.43	-1.14
BMW	6.173	4.97	6.447	5.19	-4.25	67.767	4.78	66.321	4.56	2.18
BYD	3.526	2.84	555	0.45	535.32	20.275	1.43	2.152	0.15	842.15
CHRYSLER/JEEP/DODGE	4.282	3.45	4.978	4.01	-13.98	59.289	4.18	64.403	4.43	-7.94
CITROEN/DS	4.296	3.46	5.069	4.08	-15.25	56.108	3.96	57.884	3.98	-3.07
CUPRA	2.319	1.87	1.594	1.28	45.48	20.316	1.43	15.157	1.04	34.04
DACIA	7.659	6.17	8.778	7.06	-12.75	90.796	6.40	90.781	6.25	0.02
DR/EVO	2.170	1.75	2.512	2.02	-13.61	24.949	1.76	24.159	1.66	3.27
FIAT	10.827	8.72	8.792	7.08	23.15	134.559	9.49	137.670	9.47	-2.26
FORD	3.932	3.17	5.468	4.40	-28.09	57.801	4.08	64.506	4.44	-10.39
HONDA	1.013	0.82	661	0.53	53.25	9.058	0.64	6.986	0.48	29.66
HYUNDAI	4.079	3.28	4.155	3.34	-1.83	43.636	3.08	46.501	3.20	-6.16
KIA	3.504	2.82	3.793	3.05	-7.62	41.047	2.90	44.938	3.09	-8.66
LANCIA	911	0.73	812	0.65	12.19	9.174	0.65	31.539	2.17	-70.91
LAND ROVER	490	0.39	753	0.61	-34.93	6.445	0.45	8.888	0.61	-27.49
LYNK&CO	153	0.12	39	0.03	292.31	598	0.04	979	0.07	-38.92
MASERATI	99	0.08	111	0.09	-10.81	1.618	0.11	2.122	0.15	-23.75
MAZDA	1.088	0.88	1.215	0.98	-10.45	9.893	0.70	13.150	0.91	-24.77
MERCEDES	4.059	3.27	4.424	3.56	-8.25	49.414	3.49	47.306	3.26	4.46
MG	3.636	2.93	3.185	2.56	14.16	46.627	3.29	36.466	2.51	27.86
MINI	1.556	1.25	1.073	0.86	45.01	14.472	1.02	11.463	0.79	26.25
MITSUBISHI	24	0.02	192	0.15	-87.50	1.306	0.09	3.040	0.21	-57.04
NISSAN	2.309	1.86	2.419	1.95	-4.55	29.816	2.10	32.505	2.24	-8.27
OMODA/JAECCO	2.204	1.77	453	0.36	386.53	13.286	0.94	1.970	0.14	574.42
OPEL	2.467	1.99	2.664	2.14	-7.39	35.669	2.52	41.719	2.87	-14.50
PEUGEOT	4.745	3.82	5.987	4.82	-20.74	72.204	5.09	73.217	5.04	-1.38
PORSCHE	611	0.49	619	0.50	-1.29	6.311	0.45	7.591	0.52	-16.86
RENAULT	5.713	4.60	7.207	5.80	-20.73	68.985	4.87	80.615	5.55	-14.43
SEAT	674	0.54	663	0.53	1.66	7.538	0.53	10.885	0.75	-30.75
SKODA	3.185	2.56	3.363	2.71	-5.29	35.570	2.51	34.822	2.40	2.15
SMART	29	0.02	157	0.13	-81.53	699	0.05	2.699	0.19	-74.10
SUBARU	189	0.15	254	0.20	-25.59	2.280	0.16	1.542	0.11	47.86
SUZUKI	2.197	1.77	2.802	2.25	-21.59	29.179	2.06	34.928	2.40	-16.46
TESLA MOTORS	1.281	1.03	810	0.65	58.15	10.328	0.73	14.290	0.98	-27.73
TOYOTA/LEXUS	11.340	9.13	11.789	9.49	-3.81	117.868	8.31	119.270	8.21	-1.18
VOLKSWAGEN	8.913	7.18	10.681	8.60	-16.55	103.531	7.30	111.019	7.64	-6.74
VOLVO	1.316	1.06	1.392	1.12	-5.46	12.987	0.92	17.703	1.22	-26.64
ALTRE	3.344	2.69	644	0.52	419.25	15.928	1.12	6.489	0.45	145.46
TOTALE	124.222	100	124.267	100	-0.04	1.417.621	100	1.452.994	100	-2.43