

# Statistiques des immatriculations de véhicules neufs de janvier à janvier 2026

| Voiture de tourisme |             |      |   |      |    |       |   |       |   |       |   |       |   |      |      | Total de la période : 288 |       |      |           |      |   |           |  |    |   |  |  |  |  |  |  |  |  | Import officiel | Import parallèle |
|---------------------|-------------|------|---|------|----|-------|---|-------|---|-------|---|-------|---|------|------|---------------------------|-------|------|-----------|------|---|-----------|--|----|---|--|--|--|--|--|--|--|--|-----------------|------------------|
| Marques             | Districts : |      | 1 | %    | 2  | %     | 3 | %     | 4 | %     | 5 | %     | 6 | %    | Ext. | %                         | Total | %    | Dist. 1-4 |      | % | Dist. 5-6 |  | %  |   |  |  |  |  |  |  |  |  |                 |                  |
| ALFA ROMEO          | 1           | 1.2% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 1 | 1.7% | 0    | 0.0%                      | 2     | 0.7% | 1         | 0.5% | 1 | 1.4%      |  | 2  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| AUDI                | 4           | 4.9% | 1 | 1.9% | 0  | 0.0%  | 1 | 4.8%  | 1 | 9.1%  | 5 | 8.5%  |   | 0    | 0.0% |                           | 12    | 4.2% | 6         | 3.2% | 6 | 8.6%      |  | 12 | 0 |  |  |  |  |  |  |  |  |                 |                  |
| BAIC                | 0           | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  |   | 2    | 6.3% |                           | 2     | 0.7% | 0         | 0.0% | 0 | 0.0%      |  | 0  | 2 |  |  |  |  |  |  |  |  |                 |                  |
| BMW                 | 6           | 7.4% | 2 | 3.7% | 0  | 0.0%  | 3 | 14.3% | 2 | 18.2% | 1 | 1.7%  |   | 3    | 9.4% |                           | 17    | 5.9% | 11        | 5.9% | 3 | 4.3%      |  | 17 | 0 |  |  |  |  |  |  |  |  |                 |                  |
| BYD                 | 2           | 2.5% | 2 | 3.7% | 0  | 0.0%  | 1 | 4.8%  | 0 | 0.0%  | 0 | 0.0%  |   | 1    | 3.1% |                           | 6     | 2.1% | 5         | 2.7% | 0 | 0.0%      |  | 6  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| CHRYSLER            | 0           | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  |   | 1    | 3.1% |                           | 1     | 0.3% | 0         | 0.0% | 0 | 0.0%      |  | 0  | 1 |  |  |  |  |  |  |  |  |                 |                  |
| CITROEN             | 6           | 7.4% | 2 | 3.7% | 10 | 33.3% | 0 | 0.0%  | 0 | 0.0%  | 1 | 1.7%  |   | 0    | 0.0% |                           | 19    | 6.6% | 18        | 9.7% | 1 | 1.4%      |  | 19 | 0 |  |  |  |  |  |  |  |  |                 |                  |
| CUPRA               | 2           | 2.5% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 1 | 9.1%  | 2 | 3.4%  |   | 0    | 0.0% |                           | 5     | 1.7% | 2         | 1.1% | 3 | 4.3%      |  | 5  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| DACIA               | 5           | 6.2% | 4 | 7.4% | 1  | 3.3%  | 4 | 19.0% | 2 | 18.2% | 5 | 8.5%  |   | 1    | 3.1% |                           | 22    | 7.6% | 14        | 7.5% | 7 | 10.0%     |  | 21 | 1 |  |  |  |  |  |  |  |  |                 |                  |
| DS                  | 0           | 0.0% | 0 | 0.0% | 1  | 3.3%  | 0 | 0.0%  | 0 | 0.0%  | 1 | 1.7%  |   | 0    | 0.0% |                           | 2     | 0.7% | 1         | 0.5% | 1 | 1.4%      |  | 2  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| FORD                | 1           | 1.2% | 3 | 5.6% | 1  | 3.3%  | 0 | 0.0%  | 0 | 0.0%  | 1 | 1.7%  |   | 1    | 3.1% |                           | 7     | 2.4% | 5         | 2.7% | 1 | 1.4%      |  | 7  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| HONDA               | 0           | 0.0% | 3 | 5.6% | 0  | 0.0%  | 1 | 4.8%  | 0 | 0.0%  | 5 | 8.5%  |   | 0    | 0.0% |                           | 9     | 3.1% | 4         | 2.2% | 5 | 7.1%      |  | 9  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| HYUNDAI             | 1           | 1.2% | 2 | 3.7% | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  |   | 0    | 0.0% |                           | 3     | 1.0% | 3         | 1.6% | 0 | 0.0%      |  | 3  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| KIA                 | 6           | 7.4% | 5 | 9.3% | 5  | 16.7% | 0 | 0.0%  | 0 | 0.0%  | 3 | 5.1%  |   | 0    | 0.0% |                           | 19    | 6.6% | 16        | 8.6% | 3 | 4.3%      |  | 19 | 0 |  |  |  |  |  |  |  |  |                 |                  |
| LAND ROVER          | 0           | 0.0% | 0 | 0.0% | 0  | 0.0%  | 0 | 0.0%  | 1 | 9.1%  | 0 | 0.0%  |   | 0    | 0.0% |                           | 1     | 0.3% | 0         | 0.0% | 1 | 1.4%      |  | 1  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| LEAPMOTOR           | 0           | 0.0% | 0 | 0.0% | 1  | 3.3%  | 0 | 0.0%  | 0 | 0.0%  | 3 | 5.1%  |   | 1    | 3.1% |                           | 5     | 1.7% | 1         | 0.5% | 3 | 4.3%      |  | 5  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| LEXUS               | 1           | 1.2% | 1 | 1.9% | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  |   | 1    | 3.1% |                           | 3     | 1.0% | 2         | 1.1% | 0 | 0.0%      |  | 3  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| MERCEDES-BENZ       | 7           | 8.6% | 1 | 1.9% | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 3 | 5.1%  |   | 0    | 0.0% |                           | 11    | 3.8% | 8         | 4.3% | 3 | 4.3%      |  | 11 | 0 |  |  |  |  |  |  |  |  |                 |                  |
| MG                  | 0           | 0.0% | 2 | 3.7% | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 2 | 3.4%  |   | 0    | 0.0% |                           | 4     | 1.4% | 2         | 1.1% | 2 | 2.9%      |  | 4  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| MINI                | 1           | 1.2% | 1 | 1.9% | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  |   | 0    | 0.0% |                           | 2     | 0.7% | 2         | 1.1% | 0 | 0.0%      |  | 2  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| OPEL                | 2           | 2.5% | 0 | 0.0% | 2  | 6.7%  | 0 | 0.0%  | 0 | 0.0%  | 3 | 5.1%  |   | 0    | 0.0% |                           | 7     | 2.4% | 4         | 2.2% | 3 | 4.3%      |  | 7  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| PEUGEOT             | 4           | 4.9% | 2 | 3.7% | 6  | 20.0% | 0 | 0.0%  | 0 | 0.0%  | 8 | 13.6% |   | 1    | 3.1% |                           | 21    | 7.3% | 12        | 6.5% | 8 | 11.4%     |  | 21 | 0 |  |  |  |  |  |  |  |  |                 |                  |
| POLESTAR            | 1           | 1.2% | 1 | 1.9% | 0  | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  |   | 0    | 0.0% |                           | 2     | 0.7% | 2         | 1.1% | 0 | 0.0%      |  | 2  | 0 |  |  |  |  |  |  |  |  |                 |                  |
| PORSCHE             | 1           | 1.2% | 0 | 0.0% | 0  | 0.0%  | 1 | 4.8%  | 0 | 0.0%  | 0 | 0.0%  |   | 0    | 0.0% |                           | 2     | 0.7% | 2         | 1.1% | 0 | 0.0%      |  | 2  | 0 |  |  |  |  |  |  |  |  |                 |                  |

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|             |    |       |    |       |    |      |    |       |    |       |    |      |      |       |       |       |           |       |           |      |     |   |
|-------------|----|-------|----|-------|----|------|----|-------|----|-------|----|------|------|-------|-------|-------|-----------|-------|-----------|------|-----|---|
| RENAULT     | 11 | 13.6% | 5  | 9.3%  | 1  | 3.3% | 2  | 9.5%  | 0  | 0.0%  | 2  | 3.4% | 1    | 3.1%  | 22    | 7.6%  | 19        | 10.2% | 2         | 2.9% | 22  | 0 |
| SEAT        | 2  | 2.5%  | 1  | 1.9%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 1  | 1.7% | 1    | 3.1%  | 5     | 1.7%  | 3         | 1.6%  | 1         | 1.4% | 5   | 0 |
| SKODA       | 6  | 7.4%  | 5  | 9.3%  | 1  | 3.3% | 5  | 23.8% | 0  | 0.0%  | 3  | 5.1% | 7    | 21.9% | 27    | 9.4%  | 17        | 9.1%  | 3         | 4.3% | 25  | 2 |
| SMART       | 0  | 0.0%  | 1  | 1.9%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0    | 0.0%  | 1     | 0.3%  | 1         | 0.5%  | 0         | 0.0% | 1   | 0 |
| SUZUKI      | 1  | 1.2%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 0  | 0.0%  | 1  | 1.7% | 0    | 0.0%  | 2     | 0.7%  | 1         | 0.5%  | 1         | 1.4% | 2   | 0 |
| TOYOTA      | 4  | 4.9%  | 3  | 5.6%  | 1  | 3.3% | 0  | 0.0%  | 1  | 9.1%  | 0  | 0.0% | 2    | 6.3%  | 11    | 3.8%  | 8         | 4.3%  | 1         | 1.4% | 10  | 1 |
| VOLVO       | 0  | 0.0%  | 0  | 0.0%  | 0  | 0.0% | 0  | 0.0%  | 2  | 18.2% | 3  | 5.1% | 2    | 6.3%  | 7     | 2.4%  | 0         | 0.0%  | 5         | 7.1% | 7   | 0 |
| VW          | 6  | 7.4%  | 7  | 13.0% | 0  | 0.0% | 3  | 14.3% | 1  | 9.1%  | 5  | 8.5% | 7    | 21.9% | 29    | 10.1% | 16        | 8.6%  | 6         | 8.6% | 29  | 0 |
| Districts : | 1  |       | 2  |       | 3  |      | 4  |       | 5  |       | 6  |      | Ext. |       | Total |       | Dist. 1-4 |       | Dist. 5-6 |      | 281 | 7 |
| Total :     | 81 |       | 54 |       | 30 |      | 21 |       | 11 |       | 59 |      | 32   |       | 288   |       | 186       |       | 70        |      |     |   |

District 1 : Neuchâtel District 2 : Boudry District 3 : Val-de-Travers District 4 : Val-de-Ruz District 5 : Le Locle District 6 : La Chaux-de-Fonds

Statistiques des immatriculations de véhicules neufs de janvier à janvier 2026

| Voiture de livraison |             | Total de la période : 35 |       |   |       |   |      |   |       |   |       |   |       |      |       |       |           |           |           |           |       |  |    | Import officiel | Import parallèle |
|----------------------|-------------|--------------------------|-------|---|-------|---|------|---|-------|---|-------|---|-------|------|-------|-------|-----------|-----------|-----------|-----------|-------|--|----|-----------------|------------------|
| Marques              | Districts : | 1                        | %     | 2 | %     | 3 | %    | 4 | %     | 5 | %     | 6 | %     | Ext. | %     | Total | %         | Dist. 1-4 | %         | Dist. 5-6 | %     |  |    |                 |                  |
| CITROEN              |             | 6                        | 54.5% | 0 | 0.0%  | 0 | 0.0% | 1 | 33.3% | 0 | 0.0%  | 4 | 57.1% | 1    | 12.5% | 12    | 34.3%     | 7         | 43.8%     | 4         | 36.4% |  | 12 |                 | 0                |
| DODGE                |             | 0                        | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 1    | 12.5% | 1     | 2.9%      | 0         | 0.0%      | 0         | 0.0%  |  | 0  |                 | 1                |
| FIAT                 |             | 0                        | 0.0%  | 1 | 50.0% | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0    | 0.0%  | 1     | 2.9%      | 1         | 6.3%      | 0         | 0.0%  |  | 1  |                 | 0                |
| FORD                 |             | 1                        | 9.1%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 1 | 25.0% | 0 | 0.0%  | 4    | 50.0% | 6     | 17.1%     | 1         | 6.3%      | 1         | 9.1%  |  | 6  |                 | 0                |
| IVECO                |             | 1                        | 9.1%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 0    | 0.0%  | 1     | 2.9%      | 1         | 6.3%      | 0         | 0.0%  |  | 1  |                 | 0                |
| KG MOBILITY          |             | 0                        | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 1 | 25.0% | 0 | 0.0%  | 0    | 0.0%  | 1     | 2.9%      | 0         | 0.0%      | 1         | 9.1%  |  | 1  |                 | 0                |
| MAXUS                |             | 0                        | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 1 | 25.0% | 0 | 0.0%  | 0    | 0.0%  | 1     | 2.9%      | 0         | 0.0%      | 1         | 9.1%  |  | 1  |                 | 0                |
| RENAULT              |             | 1                        | 9.1%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 1 | 25.0% | 2 | 28.6% | 0    | 0.0%  | 4     | 11.4%     | 1         | 6.3%      | 3         | 27.3% |  | 4  |                 | 0                |
| SSANGYONG            |             | 0                        | 0.0%  | 0 | 0.0%  | 0 | 0.0% | 0 | 0.0%  | 0 | 0.0%  | 0 | 0.0%  | 1    | 12.5% | 1     | 2.9%      | 0         | 0.0%      | 0         | 0.0%  |  | 0  |                 | 1                |
| TOYOTA               |             | 1                        | 9.1%  | 0 | 0.0%  | 0 | 0.0% | 1 | 33.3% | 0 | 0.0%  | 0 | 0.0%  | 1    | 12.5% | 3     | 8.6%      | 2         | 12.5%     | 0         | 0.0%  |  | 3  |                 | 0                |
| VW                   |             | 1                        | 9.1%  | 1 | 50.0% | 0 | 0.0% | 1 | 33.3% | 0 | 0.0%  | 1 | 14.3% | 0    | 0.0%  | 4     | 11.4%     | 3         | 18.8%     | 1         | 9.1%  |  | 4  |                 | 0                |
| Districts :          |             | 1                        | 2     |   | 3     |   | 4    |   | 5     |   | 6     |   | Ext.  |      | Total |       | Dist. 1-4 |           | Dist. 5-6 |           |       |  | 33 | 2               |                  |
| Total :              |             | 11                       | 2     |   | 0     |   | 3    |   | 4     |   | 7     |   | 8     |      | 35    |       | 16        |           | 11        |           |       |  |    |                 |                  |

District 1 : Neuchâtel District 2 : Boudry District 3 : Val-de-Travers District 4 : Val-de-Ruz District 5 : Le Locle District 6 : La Chaux-de-Fonds

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| Motocycle   |             |    |       |   |   |       |   |   |        |   |        |      |   | Total de la période : 27 |      |        |       |           |           |           |      |           |      |      |                 |                  |   |  |  |
|-------------|-------------|----|-------|---|---|-------|---|---|--------|---|--------|------|---|--------------------------|------|--------|-------|-----------|-----------|-----------|------|-----------|------|------|-----------------|------------------|---|--|--|
| Marques     | Districts : |    | 1     | % | 2 | %     | 3 | % | 4      | % | 5      | %    | 6 | %                        | Ext. | %      | Total | %         | Dist. 1-4 |           | %    | Dist. 5-6 |      | %    | Import officiel | Import parallèle |   |  |  |
| DUCATI      |             | 0  | 0.0%  |   | 0 | 0.0%  |   | 0 | 0.0%   | 1 | 100.0% |      | 0 | 0.0%                     | 1    | 100.0% |       | 0         | 0.0%      | 2         | 7.4% | 1         | 4.3% | 1    | 100.0%          | 2                | 0 |  |  |
| HONDA       |             | 2  | 11.8% |   | 1 | 25.0% |   | 0 | 0.0%   |   | 0      | 0.0% |   | 0                        | 0.0% |        | 1     | 33.3%     | 4         | 14.8%     | 3    | 13.0%     | 0    | 0.0% | 4               | 0                |   |  |  |
| KAWASAKI    |             | 0  | 0.0%  |   | 1 | 25.0% |   | 0 | 0.0%   |   | 0      | 0.0% |   | 0                        | 0.0% |        | 0     | 0.0%      | 1         | 3.7%      | 1    | 4.3%      | 0    | 0.0% | 1               | 0                |   |  |  |
| KYMCO       |             | 2  | 11.8% |   | 0 | 0.0%  |   | 0 | 0.0%   |   | 0      | 0.0% |   | 0                        | 0.0% |        | 0     | 0.0%      | 2         | 7.4%      | 2    | 8.7%      | 0    | 0.0% | 2               | 0                |   |  |  |
| QJMOTOR     |             | 0  | 0.0%  |   | 0 | 0.0%  |   | 1 | 100.0% |   | 0      | 0.0% |   | 0                        | 0.0% |        | 0     | 0.0%      | 1         | 3.7%      | 1    | 4.3%      | 0    | 0.0% | 1               | 0                |   |  |  |
| TRIUMPH     |             | 0  | 0.0%  |   | 1 | 25.0% |   | 0 | 0.0%   |   | 0      | 0.0% |   | 0                        | 0.0% |        | 0     | 0.0%      | 1         | 3.7%      | 1    | 4.3%      | 0    | 0.0% | 1               | 0                |   |  |  |
| YAMAHA      |             | 13 | 76.5% |   | 1 | 25.0% |   | 0 | 0.0%   |   | 0      | 0.0% |   | 0                        | 0.0% |        | 2     | 66.7%     | 16        | 59.3%     | 14   | 60.9%     | 0    | 0.0% | 16              | 0                |   |  |  |
| Districts : |             | 1  |       | 2 |   | 3     |   | 4 |        | 5 |        | 6    |   | Ext.                     |      | Total  |       | Dist. 1-4 |           | Dist. 5-6 |      | 27        | 0    |      |                 |                  |   |  |  |
| Total :     |             | 17 |       | 4 |   | 1     |   | 1 |        | 0 |        | 1    |   | 3                        |      | 27     |       | 23        |           | 1         |      |           |      |      |                 |                  |   |  |  |

District 1 : Neuchâtel District 2 : Boudry District 3 : Val-de-Travers District 4 : Val-de-Ruz District 5 : Le Locle District 6 : La Chaux-de-Fonds