

Regional Automotive Market



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Regional Market
by the end of November 2024

Distributed for



With the support **AEADE**
Asociación de Empresas
Automotrices del Ecuador

Regional automotive market - Summary

In November 2024 in comparison with November 2023: increase in **12,8%** in sales.

Total Vehicles Sales:

- Highest y-o-y decrease: Bolivia (**37,4%**) and Ecuador (**20.5%**)
- Highest y-o-y growth: Venezuela (**119,4%**) and Brazil (**19.2%**)



Light Vehicles Sales:

- Highest y-o-y decrease: Bolivia (**36.9%**), Ecuador (**22.0%**) and Chile (**3.2%**)
- Highest y-o-y growth: Venezuela (**125.6%**), Brazil (**19.6%**) and Colombia (**17.1%**)



Heavy Vehicles Sales:

- Highest y-o-y growth: Venezuela (**104.5%**), Paraguay (**37.4%**) and Colombia (**29.9%**).
- Highest y-o-y decrease: Bolivia (**45.6%**), Uruguay (**5.4%**) and Chile (**4.1%**)

Countries		November 2023	November 2024	Jan - November 2023	Jan - November 2024	% VAR Nov 2024 -2023	% VAR Jan - Nov 2024 -2023
	Brazil	212.649	253.499	2.060.130	2.377.473	19,2%	15,4%
	Mexico	134.217	153.030	1.267.720	1.403.236	14,0%	10,7%
	Argentina	35.977	35.364	430.919	388.357	-1,7%	-9,9%
	Chile	27.350	26.468	303.990	288.832	-3,2%	-5,0%
	Colombia	18.561	21.848	166.954	175.861	17,7%	5,3%
	Peru	13.845	14.471	168.852	155.526	4,5%	-7,9%
	Ecuador	10.210	8.121	123.335	99.559	-20,5%	-19,3%
	*Costa Rica	6.685	6.829	52.537	70.903	2,2%	35,0%
	Uruguay	5.821	6.596	55.044	59.826	13,3%	8,7%
	Paraguay	2.623	2.591	28.232	29.726	-1,2%	5,3%
	Bolivia	3.602	2.255	47.788	27.298	-37,4%	-42,9%
	Venezuela	903	1.981	6.569	15.580	119,4%	137,2%

America sales

2019	25.389.729
2020	20.817.485
2021	22.014.634
2022	20.876.860
2023	23.247.296

Europe sales

2019	20.930.134
2020	16.714.115
2021	16.882.466
2022	15.071.434
2023	17.890.200

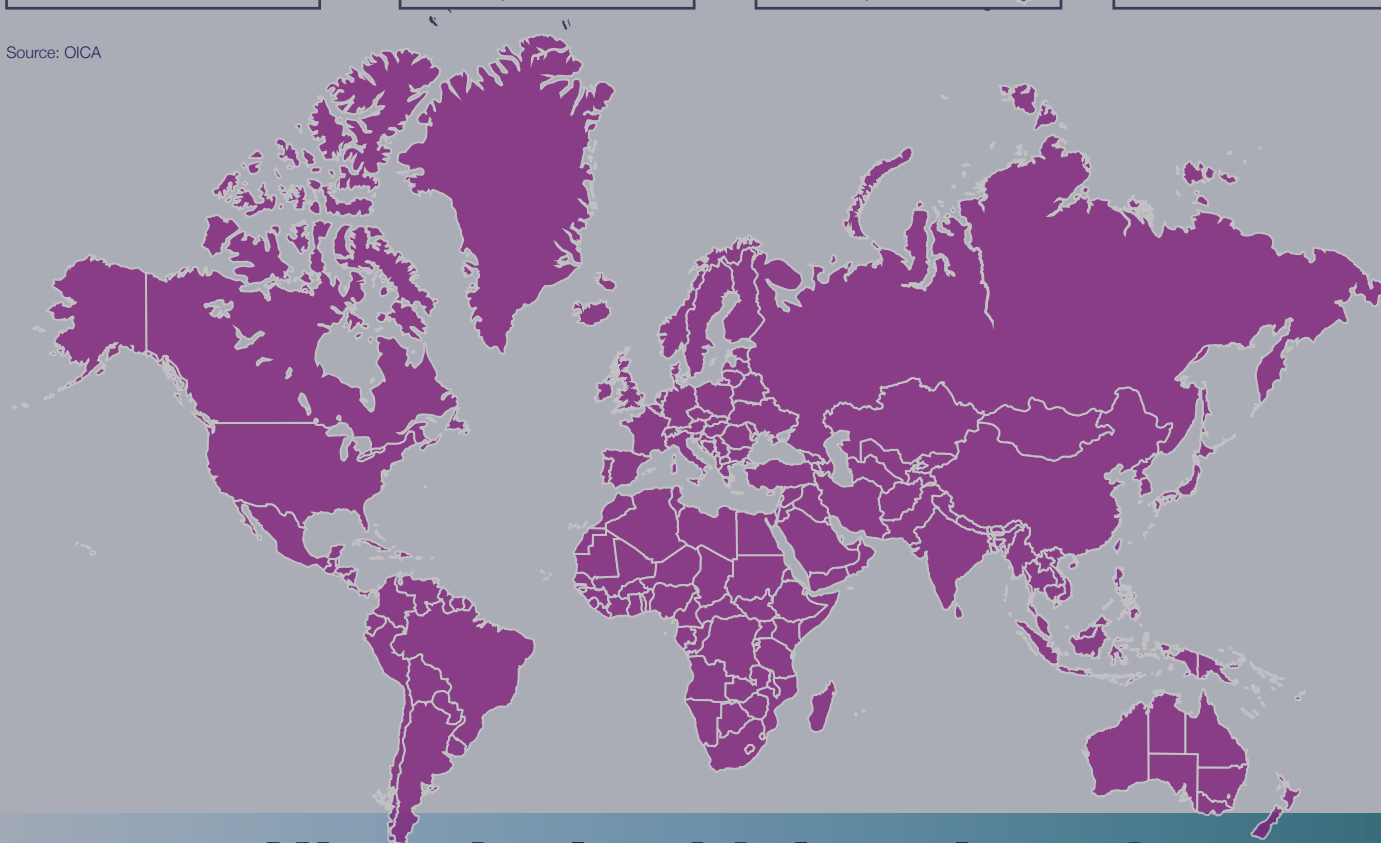
Asia & Oceania sales

2019	43.724.043
2020	40.330.258
2021	42.724.577
2022	45.838.945
2023	50.528.563

Africa sales

2019	1.200.291
2020	925.708
2021	1.133.520
2022	1.075.388
2023	1.049.842

Source: OICA



Historical vehicle sales of



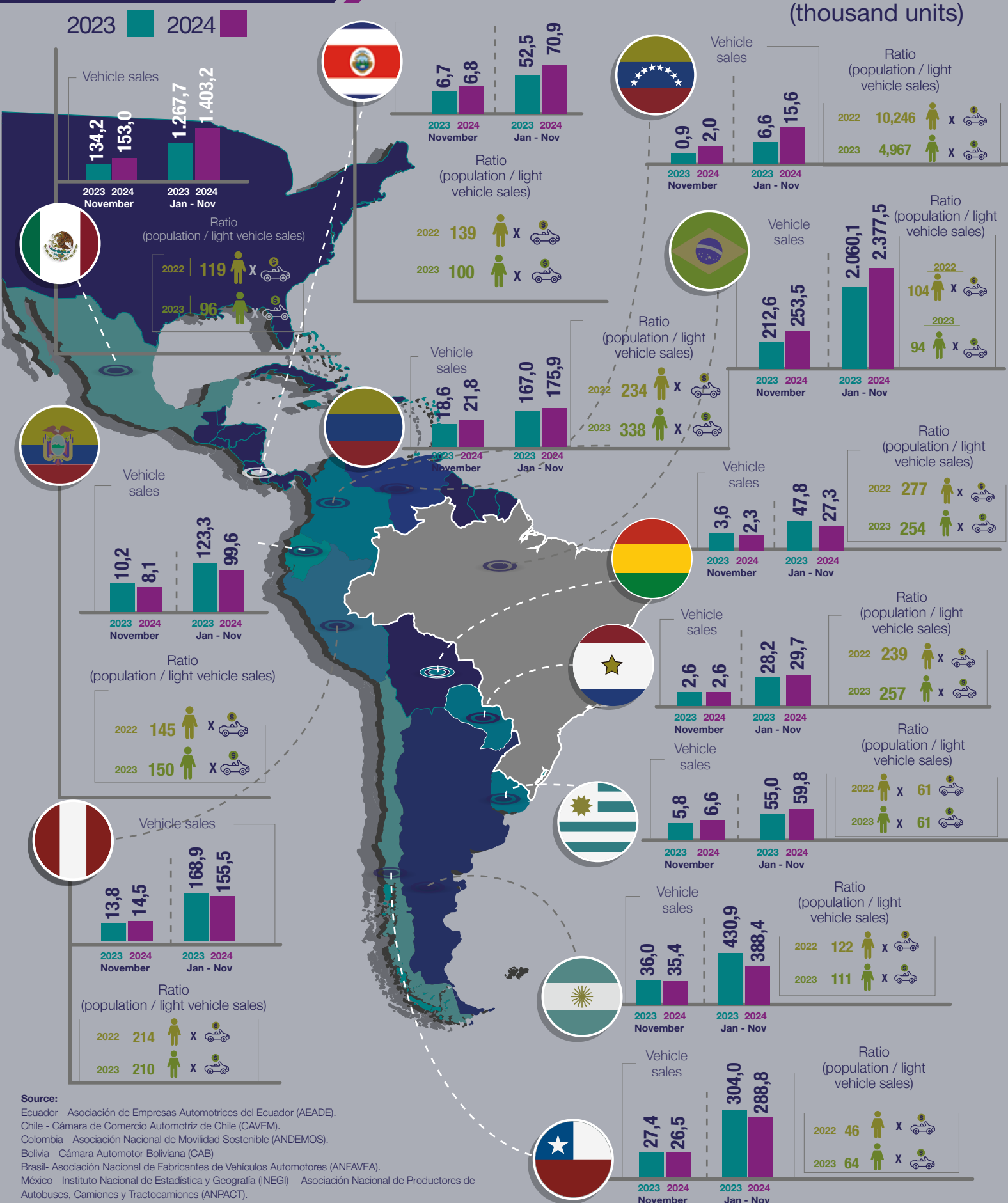
member countries

Countries	2020	2021	2022	2023
Argentina	342.285	383.663	406.792	445.009
Bolivia	29.958	42.693	45.724	51.012
Brazil	2.058.437	2.119.851	2.104.461	2.308.689
Chile	272.107	434.347	445.937	329.588
Colombia	188.665	250.497	262.595	186.826
*Costa Rica	23.888	32.181	40.159	57.446
Ecuador	85.818	115.371	134.170	132.388
Mexico	977.650	1.046.732	1.134.443	1.413.921
Paraguay	24.529	31.798	32.677	30.685
Peru	125.090	174.751	177.543	181.812
Uruguay	36.841	52.329	56.112	61.789
Venezuela	988	1.794	3.998	7.313
Total	4.142.368	4.653.826	4.804.452	5.149.032

*Imports

Regional Automotive Market

Total Vehicle sales (thousand units)



Source:

Ecuador - Asociación de Empresas Automotrices del Ecuador (AEADE).
 Chile - Cámara de Comercio Automotriz de Chile (CAVEM).
 Colombia - Asociación Nacional de Movilidad Sostenible (ANDEMOS).
 Bolivia - Cámara Automotor Boliviana (CAB).
 Brasil - Asociación Nacional de Fabricantes de Vehículos Automotores (ANFAVEA).
 México - Instituto Nacional de Estadística y Geografía (INEGI) - Asociación Nacional de Productores de Autobuses, Camiones y Tractocamiones (ANPACT).
 Argentina - Asociación de Concesionarios de Automotores de la República Argentina (ACARA).
 Venezuela - Cámara Automotriz de Venezuela (CAVENEZ).
 Perú - Asociación Automotriz del Perú (AAP).
 Paraguay - Cámara de Distribuidores de Automotores y Maquinarias (CADAM).
 Uruguay - Asociación de Concesionarios de Marcas de Automotores (ASCOMA).
 Costa Rica - Asociación de Importadores de Vehículos y Maquinaria (Anvema).

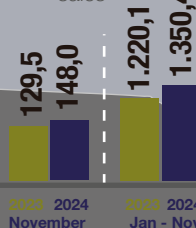
Regional Automotive Market

Vehicle sales Light* and heavy**

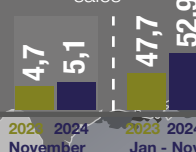
(thousand units)

2023 2024

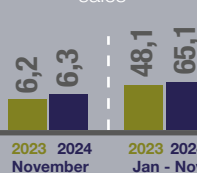
*Light vehicle sales



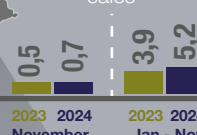
**Heavy vehicle sales



*Light vehicle sales



**Heavy vehicle sales



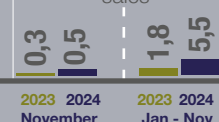
*Light vehicles: automobiles, pickups, SUV, VAN

** Heavy vehicles: trucks and buses

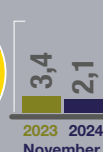
Passenger vehicle sales



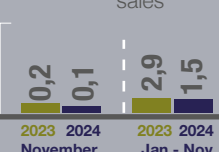
Commercial vehicle sales



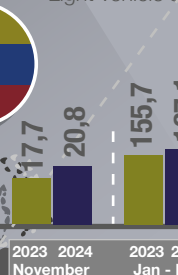
*Light vehicle sales



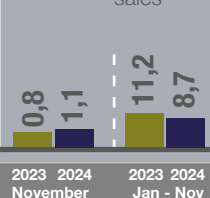
**Heavy vehicle sales



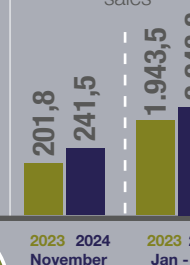
*Light vehicle sales



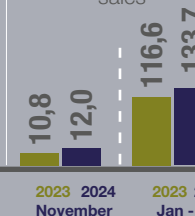
**Heavy vehicle sales



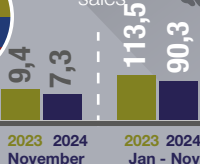
*Light vehicle sales



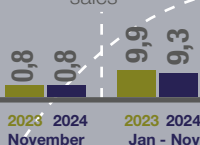
**Heavy vehicle sales



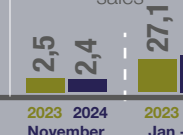
*Light vehicle sales



**Heavy vehicle sales



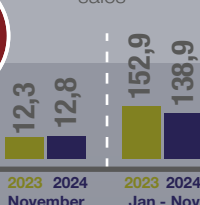
*Light vehicle sales



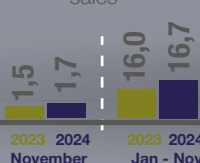
**Heavy vehicle sales



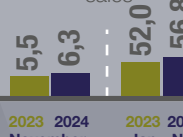
*Light vehicle sales



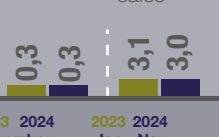
**Heavy vehicle sales



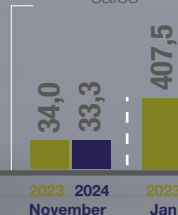
*Light vehicle sales



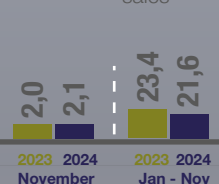
**Heavy vehicle sales



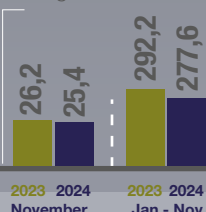
*Light vehicle sales



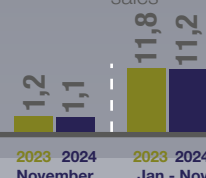
**Heavy vehicle sales



*Light vehicle sales



**Heavy vehicle sales



Source:

Ecuador - Asociación de Empresas Automotrices del Ecuador (Aeade).
Chile - Cámara de Comercio Automotriz de Chile (CAVEM).
Colombia - Asociación Nacional de Movilidad Sostenible (Andemos).
Bolivia - Cámara Automotriz Boliviana (CAB).
Brasil - Asociación Nacional de Fabricantes de Vehículos Automotores (Anfavea).
México - Instituto Nacional de Estadística y Geografía (INEGI) - Asociación Nacional de Productores de Autobuses, Camiones y Tractocamiones (Anpact).
Argentina - Asociación de Concesionarios de Automotores de la República Argentina (Acara).
Venezuela - Cámara Automotriz de Venezuela (Cavenez).
Perú - Asociación Automotriz del Perú (AAP).
Paraguay - Cámara de Distribuidores de Automotores y Maquinarias (CADAM).
Uruguay - Asociación de Concesionarios de Marcas de Automotores (Ascoma).
Costa Rica - Asociación de Importadores de Vehículos y Maquinaria (Anvema).

Regional Automotive Market

Vehicle sales hybrid and electric

Mexico (Jan - Nov)			
	2023	2024	VAR%
BEV	11.966	22.411	87,3%
PHEV	5.123	6.964	35,9%
HEV	47.595	80.555	69,3%
TOTAL	64.684	109.930	69,9%

Costa Rica (Ene - Nov)			
	2023	2024	VAR%
BEV	6.204	10.860	75,0%
PHEV	-	-	-
HEV	952	2.176	128,6%
TOTAL	7.212	13.036	80,8%

Bolivia (Jan - Nov)			
	2023	2024	VAR%
BEV	106	157	48,1%
PHEV	-	-	-
HEV	656	1.298	97,9%
TOTAL	762	1.455	90,9%

Colombia (Jan - Nov)			
	2023	2024	VAR%
BEV	3.225	7.253	124,9%
PHEV	1.463	1.545	5,6%
HEV	23.149	35.545	53,5%
TOTAL	27.837	44.343	59,3%

Brazil (Jan - Nov)			
	2023	2024	VAR%
BEV	13.268	57.173	330,9%
PHEV	27.011	50.143	85,6%
HEV	37.360	48.396	29,5%
TOTAL	77.639	155.712	100,6%

Ecuador (Jan - Nov)			
	2023	2024	VAR%
BEV	698	1.246	78,5%
PHEV	319	402	26,0%
HEV	10.094	11.615	15,1%
TOTAL	11.111	13.263	19,4%

Peru (Jan - Nov)			
	2023	2024	VAR%
BEV	375	240	-36,0%
PHEV	227	280	23,3%
HEV	5.413	3.557	-34,3%
TOTAL	6.015	4.077	-32,2%

Chile (Jan - Nov)			
	2023	2024	VAR%
BEV	1.382	3.696	167,4%
PHEV	436	988	126,6%
HEV	6.437	11.529	79,1%
TOTAL	8.255	16.213	96,4%

Paraguay (Jan - Nov)			
	2023	2024	VAR%
BEV	211	439	108,1%
PHEV	182	322	76,9%
HEV	1.016	1.374	35,2%
TOTAL	1.409	2.135	51,5%

Argentina** (Jan - Jun)			
	2023	2024	VAR%
BEV	138	317	129,7%
PHEV	137	94	-31,4%
HEV	4.317	5.758	33,4%
TOTAL	4.648	6.169	32,7%

**Information available period Jan - Jun 2024

Source:

Ecuador - Asociación de Empresas Automotrices del Ecuador (Aeade).
Chile - Asociación Nacional Automotriz de Chile A.G. (ANAC).
Colombia - Asociación Nacional de Movilidad Sostenible (Andemos).
Bolivia - Cámara Automotor Boliviana (CAB).
Brasil - Asociación Nacional de Fabricantes de Vehículos Automotores (Anfavea).
México - Instituto Nacional de Estadística y Geografía (INEGI) - Asociación Nacional de Productores de Autobuses, Camiones y Tractocamiones (Anpact).
Argentina - Asociación de Concesionarios de Automotores de la República Argentina (Acara).
Venezuela - Cámara Automotriz de Venezuela (Cavenez).
Perú - Asociación Automotriz del Perú (AAP).
Paraguay - Cámara de Distribuidores de Automotores y Maquinarias (CADAM).
Costa Rica - Asociación de Importadores de Vehículos y Maquinaria (Anvema).

Nomenclature:

BEV (Battery Electric Vehicle)
EREV (Extended Range Electric Vehicle)
PHEV (Plug-In Hybrid Electric Vehicle)
HEV (Hybrid Electric Vehicle)



ARGENTINA

Regional Automotive Market

2019

2020

2021

2022

2023

Motorization index*

10,2 10.054

7,5 8.572

8,4 10.632

8,8 13.620

9,5 13.297

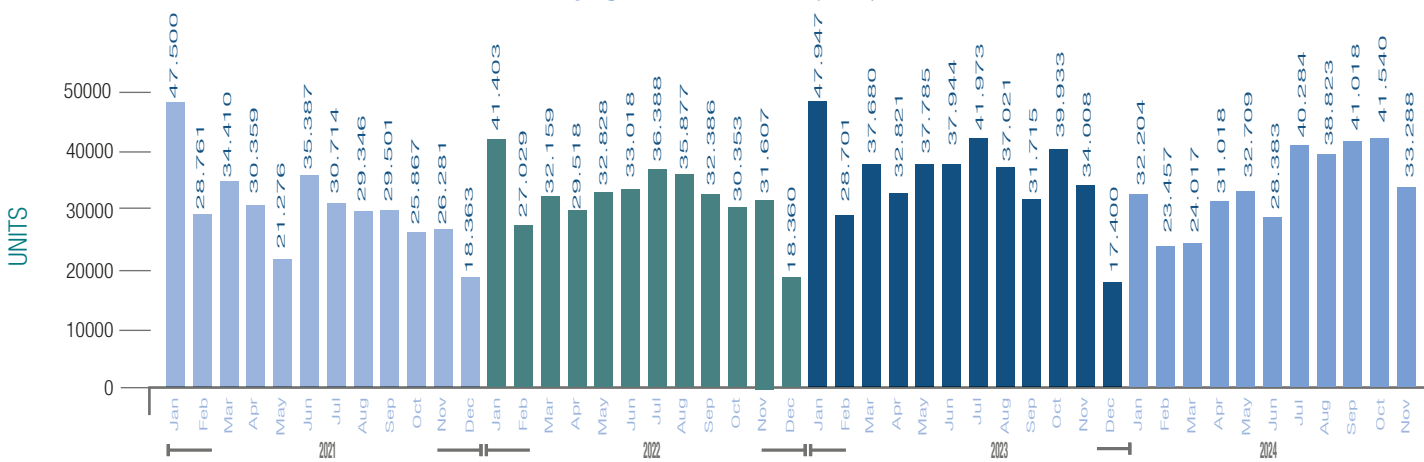
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: Passenger cars and light commercial vehicles
Heavy: Heavy commercial vehicles

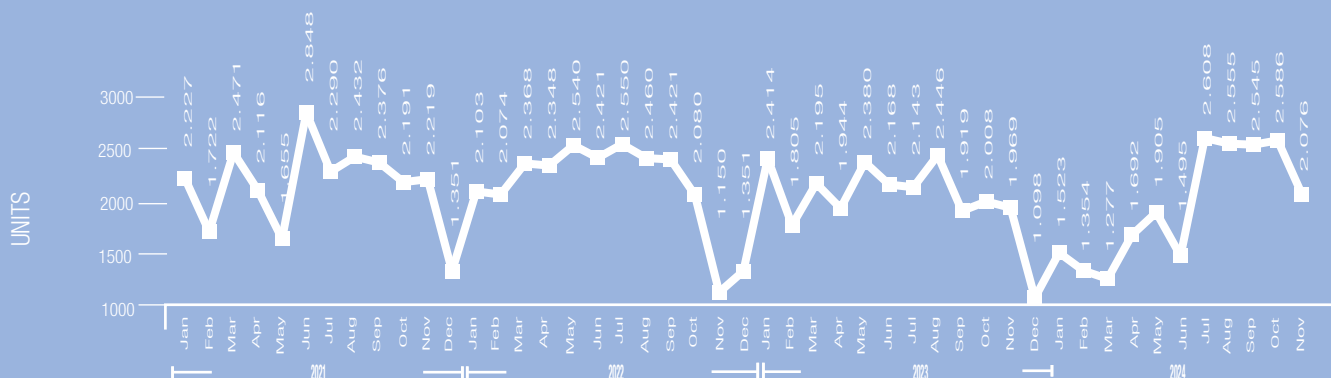
Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	7.980	22,2%	7.148	20,2%	89.426	20,8%	79.670	20,5%
VOLKSWAGEN	5.890	16,4%	5.766	16,3%	53.917	12,5%	61.732	15,9%
FIAT	3.395	9,4%	3.908	11,1%	54.329	12,6%	45.135	11,6%
PEUGEOT	2.047	5,7%	3.410	9,6%	40.779	9,5%	35.149	9,1%
FORD	3.162	8,8%	3.023	8,5%	35.931	8,3%	33.357	8,6%
RENAULT	4.572	12,7%	2.985	8,4%	48.996	11,4%	32.649	8,4%
CHEVROLET	2.075	5,8%	1.990	5,6%	29.657	6,9%	21.916	5,6%
CITROEN	890	2,5%	1.200	3,4%	11.851	2,8%	13.669	3,5%
JEEP	644	1,8%	959	2,7%	8.708	2,0%	12.380	3,2%
NISSAN	1.803	5,0%	898	2,5%	18.592	4,3%	11.905	3,1%
OTHERS	3.519	9,8%	4.077	11,5%	38.733	9,0%	40.795	10,5%
TOTAL	35.977	100%	35.364	100%	430.919	100%	388.357	100%
LIGHT	34.008	94,5%	33.288	94,1%	407.529	94,6%	366.741	94,4%
HEAVY	1.969	5,5%	2.076	5,9%	23.390	5,4%	21.616	5,6%
TOTAL	35.977	100%	35.364	100%	430.919	100%	388.357	100%

Monthly light vehicle sales** (units)



** Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: ACARA - FMI



Asociación de Concesionarios de Automotores de la República Argentina (Acara)

2019

2020

2021

2022

2023

Motorization index*

GDP per capita (USD)

4,5

3.591

2,6

3.173

3,6

3.449

3,8

3.705

4,2

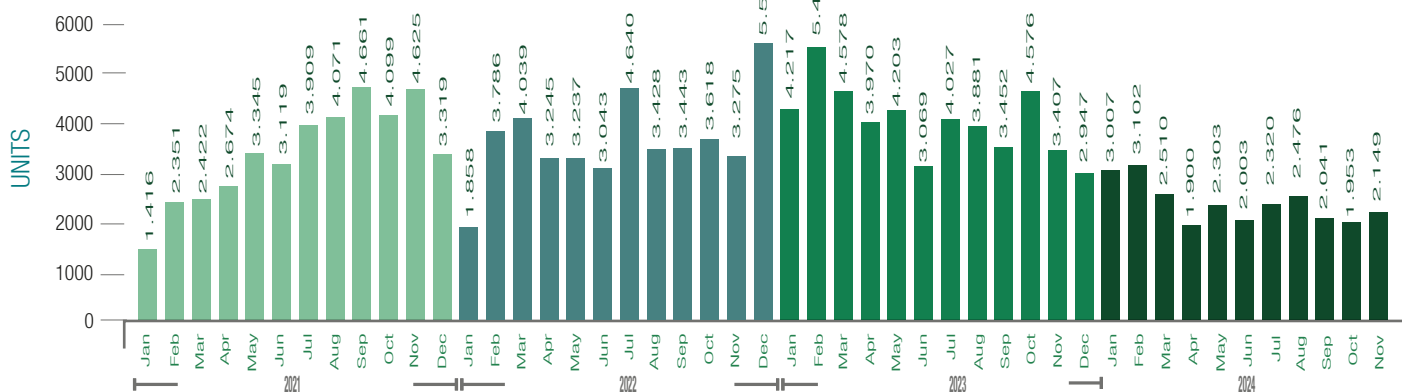
3.858

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, SUV, pick up, mini trucks and utility cars
Heavy: Trucks, tractor trucks, dump trucks and buses

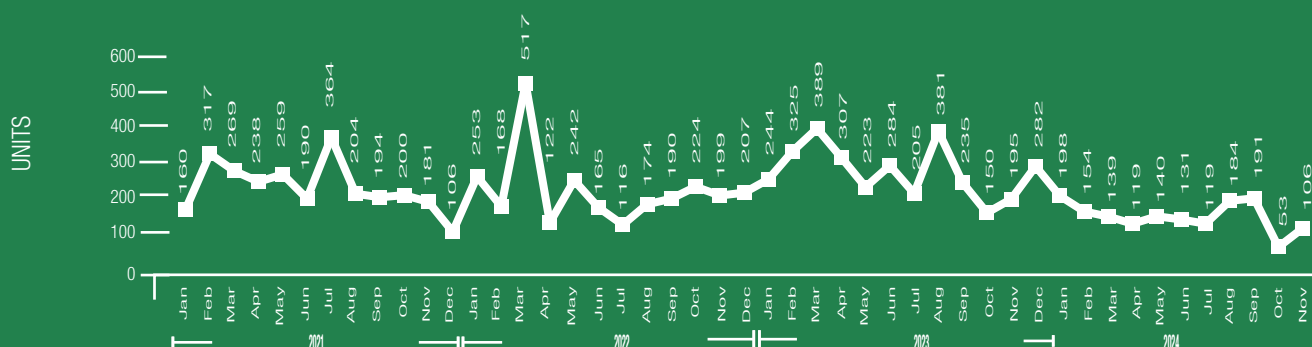
Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
SUZUKI	568	15,8%	664	29,4%	8.738	18,3%	5.357	19,6%
TOYOTA	699	19,4%	368	16,3%	6.373	13,3%	4.400	16,1%
KIA	122	3,4%	139	6,2%	1.953	4,1%	1.994	7,3%
NISSAN	301	8,4%	185	8,2%	2.700	5,6%	1.838	6,7%
FOTON	481	13,4%	164	7,3%	3.494	7,3%	1.491	5,5%
CHANGAN	18	0,5%	43	1,9%	1.954	4,1%	1.390	5,1%
GAC	90	2,5%	123	5,5%	981	2,1%	1.021	3,7%
HYUNDAI	86	2,4%	38	1,7%	1.938	4,1%	930	3,4%
MITSUBISHI	119	3,3%	18	0,8%	1.761	3,7%	883	3,2%
CHERY	72	2,0%	28	1,2%	828	1,7%	624	2,3%
OTHERS	1.046	29,0%	485	21,5%	17.068	35,7%	7.370	27,0%
TOTAL	3.602	100%	2.255	100%	47.788	100%	27.298	100%
LIGHT	3.407	94,6%	2.149	95,3%	44.850	93,9%	25.764	94,4%
HEAVY	195	5,4%	106	4,7%	2.938	6,1%	1.534	5,6%
TOTAL	3.602	100%	2.255	100%	47.788	100%	27.298	100%

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: CAB - FMI



BRAZIL

Regional Automotive Market

2019

2020

2021

2022

2023

Motorization index*

13,3 8.936

9,7 6.823

10,5 8.166

10,4 9.455

11,3 10.413

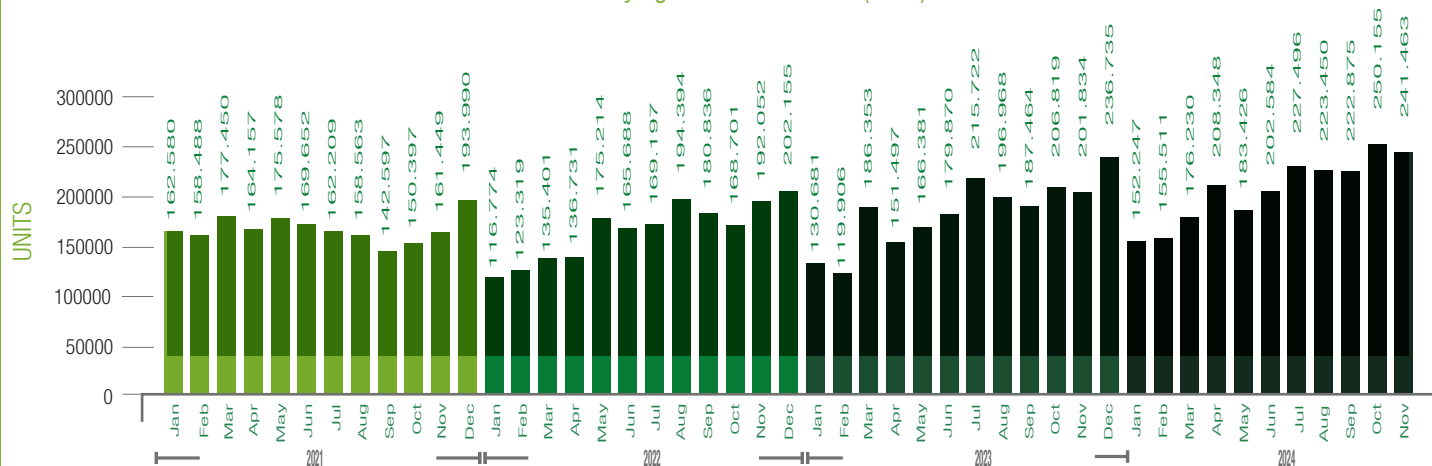
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: Passenger cars and light commercial vehicles
Heavy: Trucks and omnibuses

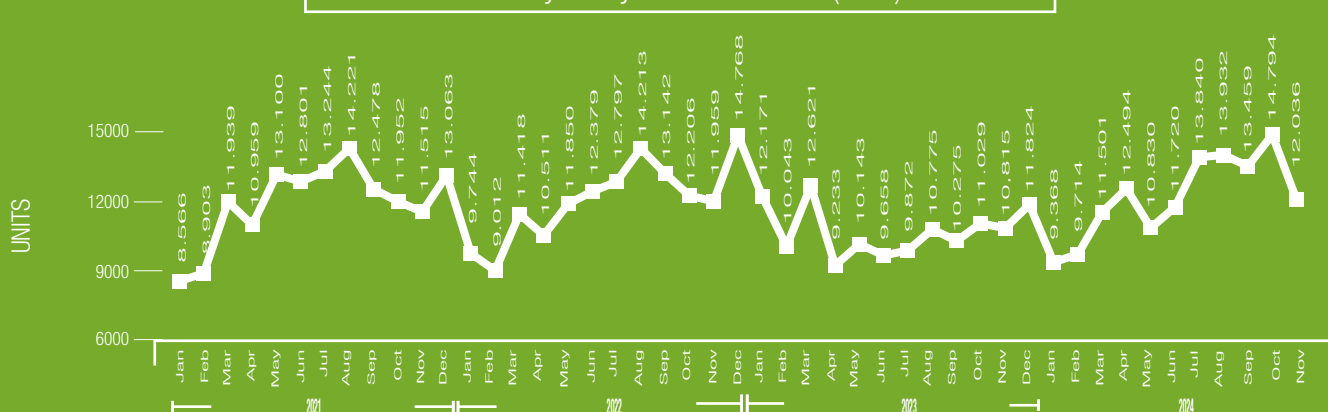
Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
FIAT	44.276	20,8%	48.946	19,3%	428.965	20,8%	471.110	19,8%
VOLKSWAGEN	30.118	14,2%	41.291	16,3%	301.461	14,6%	360.088	15,1%
GENERAL MOTORS	27.042	12,7%	30.261	11,9%	295.723	14,4%	282.567	11,9%
TOYOTA	14.803	7,0%	17.018	6,7%	172.005	8,3%	187.853	7,9%
HYUNDAI	20.582	9,7%	25.389	10,0%	165.241	8,0%	186.095	7,8%
RENAULT	11.905	5,6%	15.828	6,2%	111.083	5,4%	121.188	5,1%
JEEP	11.728	5,5%	11.047	4,4%	118.232	5,7%	111.025	4,7%
HONDA	5.620	2,6%	8.754	3,5%	65.465	3,2%	82.432	3,5%
NISSAN	5.977	2,8%	5.899	2,3%	65.154	3,2%	80.670	3,4%
CHERY	4.162	2,0%	5.334	2,1%	27.392	1,3%	55.735	2,3%
OTHERS	36.436	17,1%	43.732	17,3%	309.409	15,0%	438.710	18,5%
TOTAL	212.649	100%	253.499	100%	2.060.130	100%	2.377.473	100%
LIGHT	201.834	94,9%	241.463	95,3%	1.943.495	94,3%	2.243.785	94,4%
HEAVY	10.815	5,1%	12.036	4,7%	116.635	5,7%	133.688	5,6%
TOTAL	212.649	100%	253.499	100%	2.060.130	100%	2.377.473	100%

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: ANFAVEA - IMF



2019

2020

2021

2022

2023

● Motorization index*

20,4

14.620

14,0

12.993

22,1

16.092

22,5

15.166

16,5

17.254

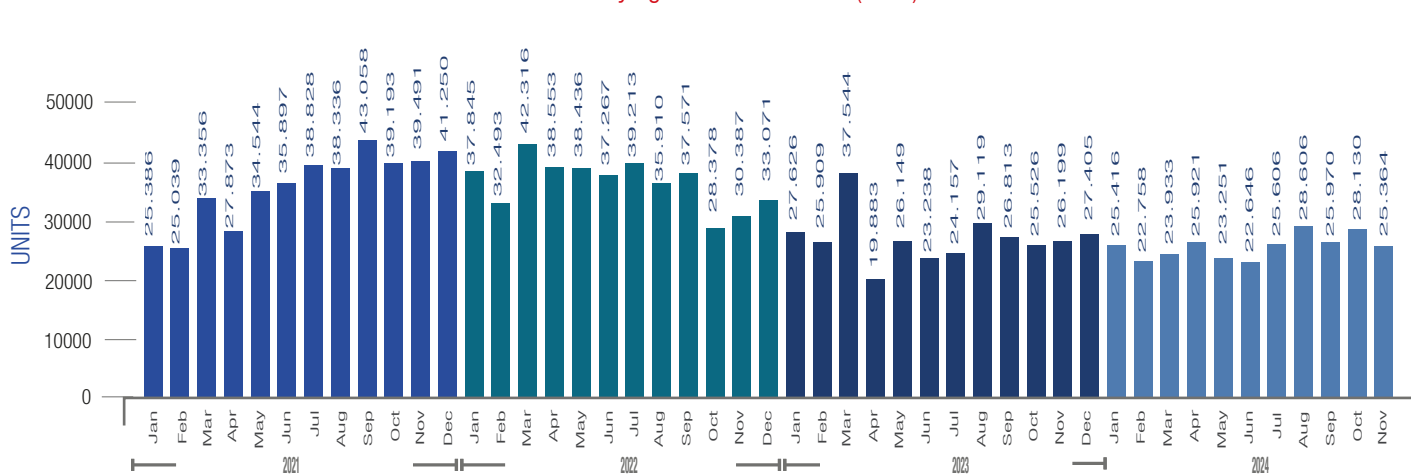
● GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, pick up, commercial cars and SUV
Heavy: Trucks and buses

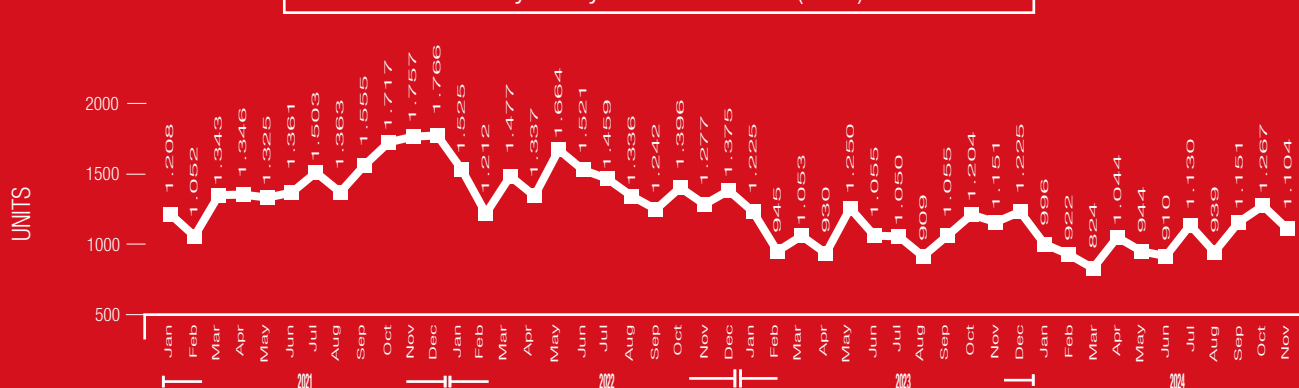
Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.001	7,3%	2.090	7,9%	24.369	8,0%	21.525	7,5%
CHEVROLET	1.951	7,1%	1.806	6,8%	21.113	6,9%	20.087	7,0%
HYUNDAI	1.833	6,7%	1.959	7,4%	19.281	6,3%	19.387	6,7%
SUZUKI	1.602	5,9%	1.580	6,0%	15.520	5,1%	17.996	6,2%
KIA	1.793	6,6%	1.520	5,7%	16.111	5,3%	17.328	6,0%
PEUGEOT	1.355	5,0%	1.432	5,4%	16.448	5,4%	15.452	5,3%
FORD	1.207	4,4%	1.376	5,2%	11.864	3,9%	13.718	4,7%
GREAT WALL	655	2,4%	1.039	3,9%	7.505	2,5%	12.887	4,5%
MG	1.005	3,7%	963	3,6%	10.892	3,6%	10.960	3,8%
MITSUBISHI	860	3,1%	1.027	3,9%	12.252	4,0%	10.857	3,8%
OTHERS	13.088	47,9%	11.676	44,1%	148.635	48,9%	128.635	44,5%
TOTAL	27.350	100%	26.468	100%	303.990	100%	288.832	100%
LIGHT	26.199	95,8%	25.364	95,8%	292.163	96,1%	277.601	96,1%
HEAVY	1.151	4,2%	1.104	4,2%	11.827	3,9%	11.231	3,9%
TOTAL	27.350	100%	26.468	100%	303.990	100%	288.832	100%

Monthly light vehicle sales** (units)



** Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: CAVEM - FMI

2019

2020

2021

2022

2023

Motorization index*

5,2 6.547

3,7 5.391

4,9 6.239

5,1 6.658

3,6 6.976

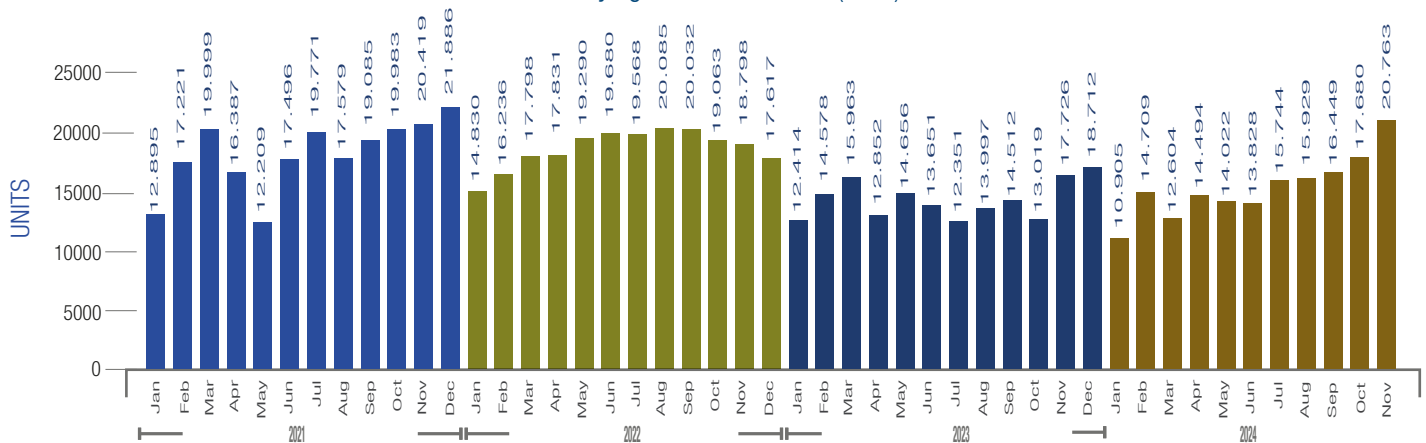
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: SUV, passenger cars, pick up, taxi, minibus and quadricycle
Heavy: trucks <10.5 t, trucks >10.5 t, tractor trucks, dump trucks and buses

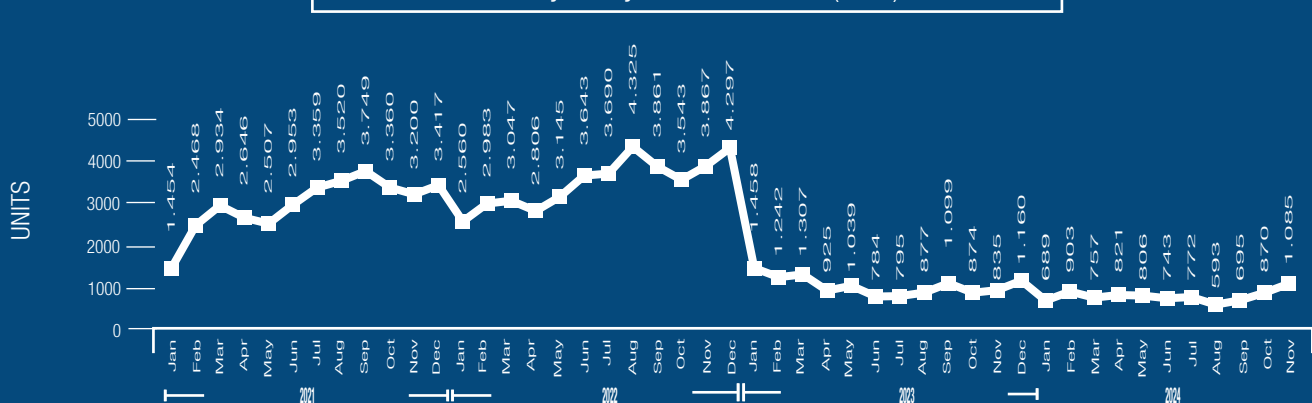
Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.502	13,5%	2.318	10,6%	22.820	13,7%	24.292	13,8%
RENAULT	1.999	10,8%	3.091	14,1%	24.297	14,6%	22.319	12,7%
KIA	1.922	10,4%	2.768	12,7%	14.045	8,4%	21.212	12,1%
CHEVROLET	2.206	11,9%	1.960	9,0%	21.285	12,7%	17.477	9,9%
MAZDA	1.638	8,8%	1.970	9,0%	16.022	9,6%	15.856	9,0%
NISSAN	1.114	6,0%	1.230	5,6%	8.359	5,0%	10.558	6,0%
SUZUKI	872	4,7%	957	4,4%	9.190	5,5%	9.532	5,4%
VOLKSWAGEN	744	4,0%	880	4,0%	6.028	3,6%	7.196	4,1%
FORD	767	4,1%	766	3,5%	5.717	3,4%	6.526	3,7%
HYUNDAI	865	4,7%	1.035	4,7%	4.555	2,7%	5.978	3,4%
OTHERS	3.932	21,2%	4.873	22,3%	34.636	20,7%	34.915	19,9%
TOTAL	18.561	100%	21.848	100%	166.954	100%	175.861	100%
LIGHT	17.726	95,5%	20.763	95,0%	155.719	93,3%	167.127	95,0%
HEAVY	835	4,5%	1.085	5,0%	11.235	6,7%	8.734	5,0%
TOTAL	18.561	100%	21.848	100%	166.954	100%	175.861	100%

Monthly light vehicle sales** (units)



** Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: ANDEMOS - FMI



COSTA RICA

Regional Automotive Market

2019

2020

2021

2022

2023

Motorization index*

12.691

4,66 12.164

6,21 12.539

7,68 13.239

10,88 16.390

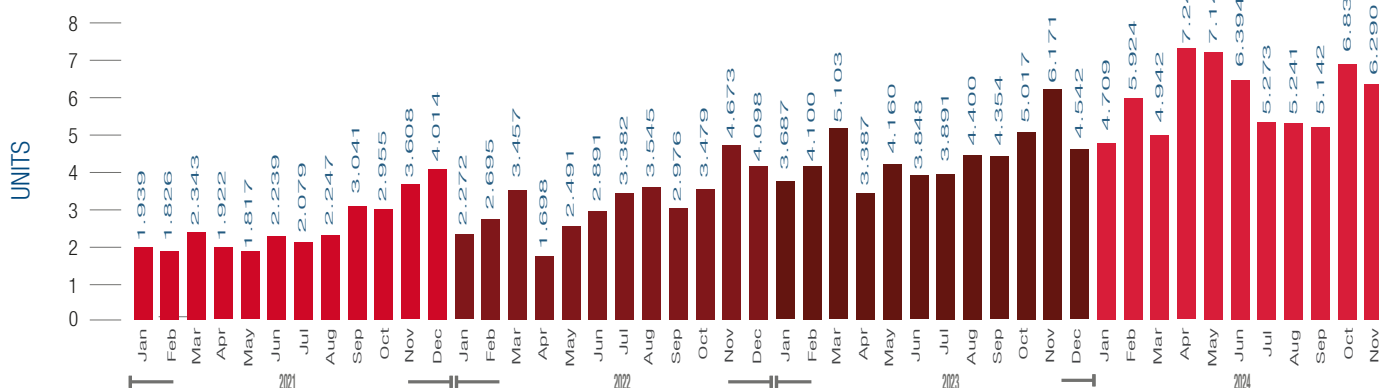
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people
The motorization index was calculated based on the number of vehicles imported in 2022.

Imports data

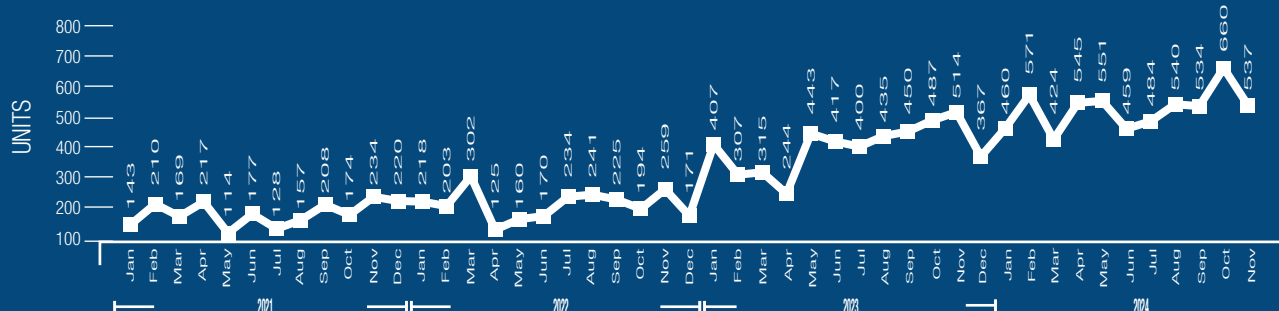
Brand	Sales by brand (October 2023)		Sales by brand (October 2024)		Accumulated sales by brand (January - October 2023)		Accumulated sales by brand (January - October 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	1.427	21,3%	1.278	18,7%	9.862	18,8%	14.024	19,8%
NISSAN	444	6,6%	629	9,2%	4.340	8,3%	6.314	8,9%
SUZUKI	477	7,1%	371	5,4%	4.592	8,7%	6.121	8,6%
HYUNDAI	583	8,7%	769	11,3%	4.309	8,2%	4.711	6,6%
GEELY	655	9,8%	379	5,5%	3.413	6,5%	3.866	5,5%
CHERY	306	4,6%	201	2,9%	2.400	4,6%	3.300	4,7%
MITSUBISHI	138	2,1%	531	7,8%	1.795	3,4%	3.066	4,3%
BYD	355	5,3%	416	6,1%	1.227	2,3%	2.838	4,0%
CHEVROLET	111	1,7%	188	2,8%	2.007	3,8%	2.425	3,4%
ISUZU	117	1,8%	221	3,2%	1.674	3,2%	2.297	3,2%
OTHERS	2.072	31,0%	1.846	27,0%	16.918	32,2%	21.941	30,9%
TOTAL	6.685	100%	6.829	100%	52.537	100%	70.903	100%
LIGHT	6.171	92,3%	6.292	92,1%	48.118	91,6%	65.138	91,9%
HEAVY	514	7,7%	537	7,9%	4.419	8,4%	5.765	8,1%
TOTAL	6.685	100%	6.829	100%	52.537	100%	70.903	100%

Monthly light vehicle imports** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle imports*** (units)



*** Heavy vehicles: trucks and buses



ECUADOR

Regional Automotive Market

2019

2020

2021

2022

2023

Motorization index*

7,7 6.261

4,9 5.643

6,5 5.979

7,5 6.389

7,3 6.500

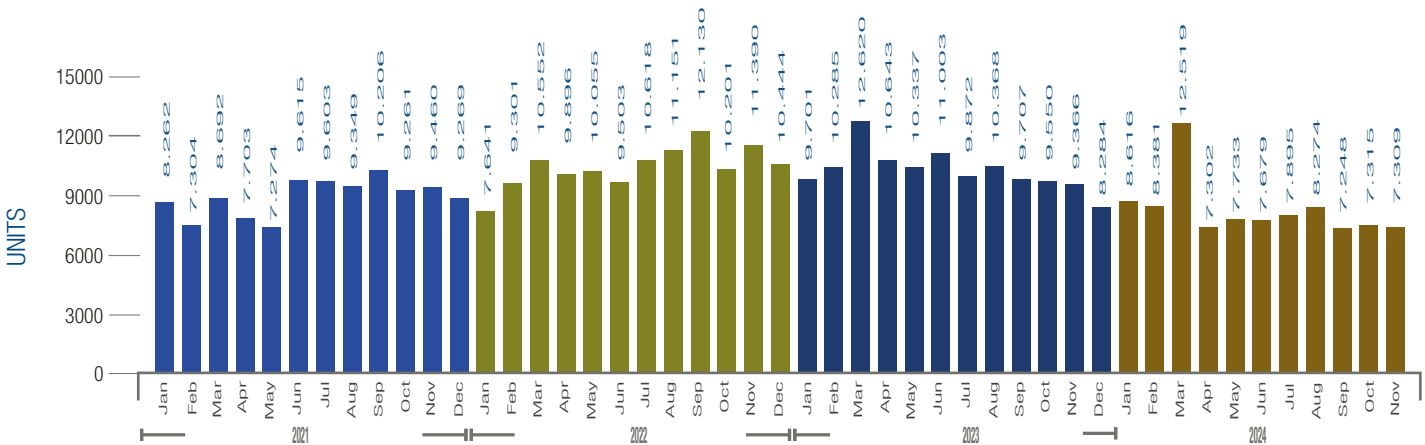
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, SUV, pick up and vans
Heavy: Trucks and buses

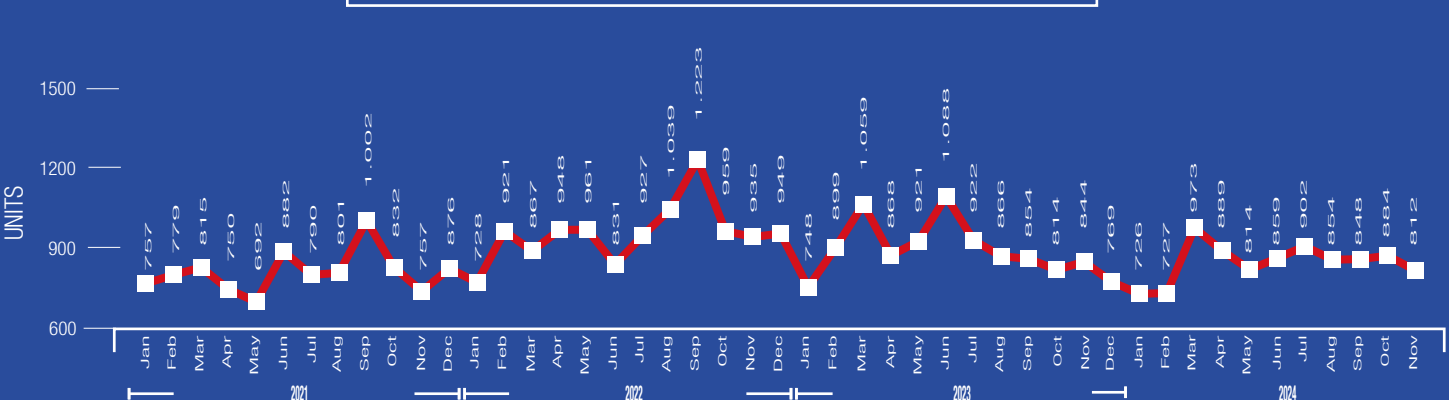
Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
CHEVROLET	1.767	17,3%	1.409	17,4%	21.624	17,5%	18.539	18,6%
KIA	1.566	15,3%	1.342	16,5%	20.657	16,7%	15.551	15,6%
TOYOTA	901	8,8%	536	6,6%	8.892	7,2%	6.168	6,2%
HYUNDAI	502	4,9%	383	4,7%	6.649	5,4%	4.860	4,9%
CHERY	591	5,8%	349	4,3%	6.286	5,1%	4.384	4,4%
SUZUKI	308	3,0%	343	4,2%	3.588	2,9%	3.859	3,9%
RENAULT	361	3,5%	316	3,9%	4.608	3,7%	3.402	3,4%
GWM	251	2,5%	303	3,7%	3.090	2,5%	2.945	3,0%
JAC	278	2,7%	225	2,8%	4.217	3,4%	2.687	2,7%
VOLKSWAGEN	264	2,6%	156	1,9%	2.881	2,3%	2.445	2,5%
OTHERS	3.421	33,5%	2.759	34,0%	40.843	33,1%	34.719	34,9%
TOTAL	10.210	100%	8.121	100%	123.335	100%	99.559	100%
LIGHT	9.366	91,7%	7.309	90,0%	113.452	92,0%	90.271	90,7%
HEAVY	844	8,3%	812	10,0%	9.883	8,0%	9.288	9,3%
TOTAL	10.210	100%	8.121	100%	123.335	100%	99.559	100%

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses



MEXICO

Regional Automotive Market

2019

2020

2021

2022

2023

Motorization index*

10,7 10.029

7,6 8.404

8,1 10.177

8,7 11.266

10,8 13.804

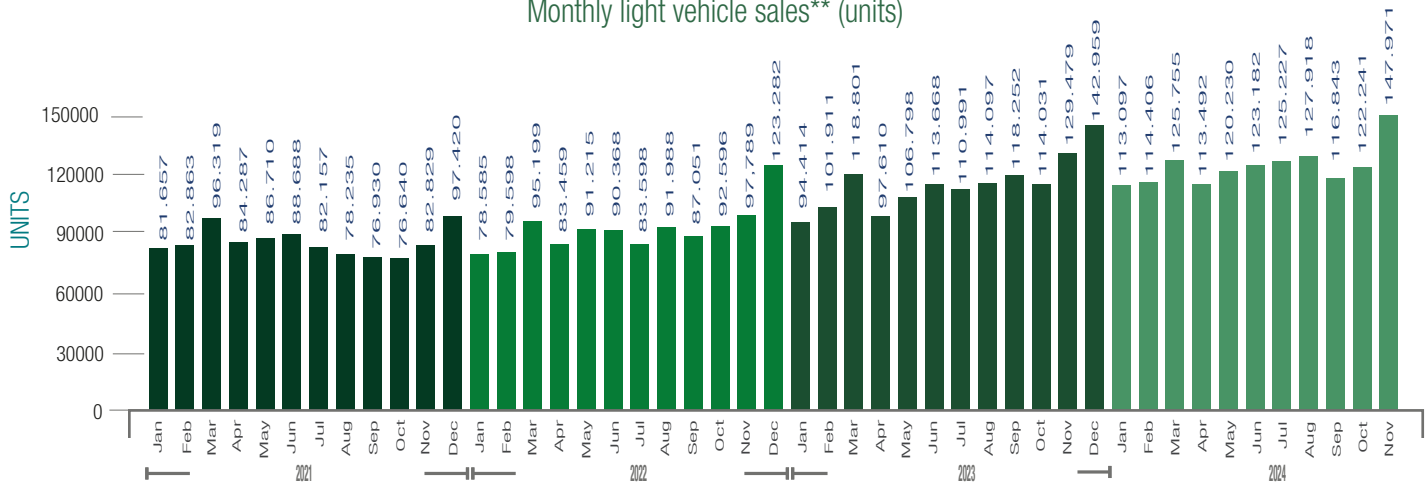
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, SUV, minivans and pick up
Heavy: Cargo and passenger vehicles

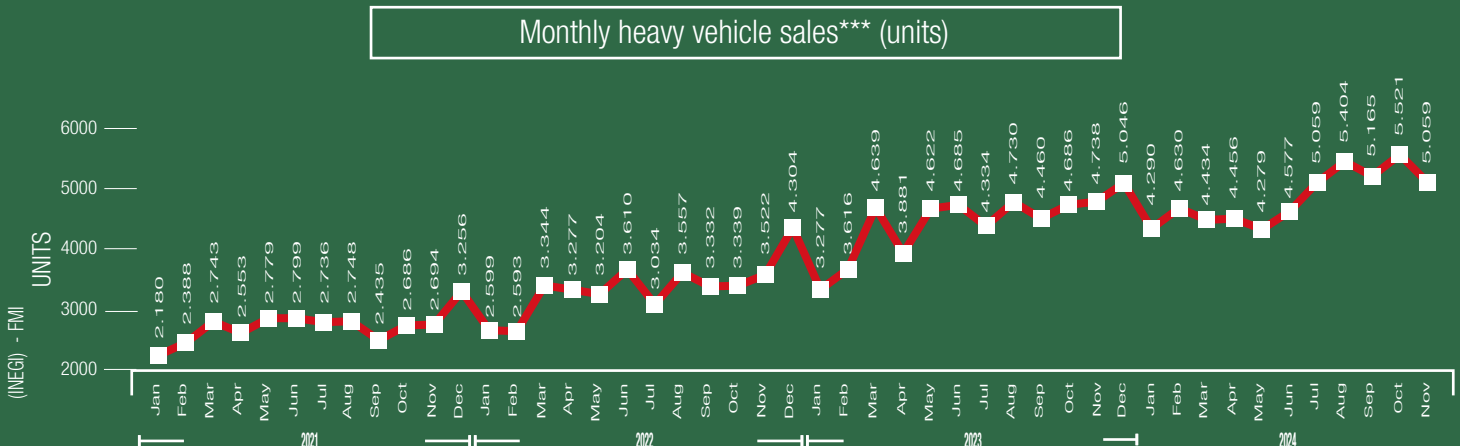
Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
NISSAN	22.185	16,5%	25.893	16,9%	216.542	17,1%	229.883	16,4%
GENERAL MOTORS	16.690	12,4%	18.224	11,9%	164.377	13,0%	185.709	13,2%
VOLKSWAGEN	12.065	9,0%	14.394	9,4%	104.996	8,3%	126.569	9,0%
TOYOTA	10.265	7,6%	11.935	7,8%	93.274	7,4%	111.362	7,9%
KIA	8.020	6,0%	10.001	6,5%	85.583	6,8%	94.883	6,8%
MAZDA	8.607	6,4%	13.684	8,9%	68.713	5,4%	91.120	6,5%
FCA	7.134	5,3%	7.016	4,6%	72.762	5,7%	66.144	4,7%
MG MOTOR	6.301	4,7%	6.829	4,5%	51.808	4,1%	51.244	3,7%
HYUNDAI	4.858	3,6%	5.157	3,4%	44.546	3,5%	47.925	3,4%
FORD MOTOR	4.699	3,5%	4.519	3,0%	42.272	3,3%	46.938	3,3%
OTHERS	33.393	24,0%	35.378	23,1%	322.847	25,5%	351.459	25,0%
TOTAL	134.217	100%	153.030	100%	1.267.720	100%	1.403.236	100%
LIGHT	129.479	96,5%	147.971	96,7%	1.220.052	96,2%	1.350.362	96,2%
HEAVY	4.738	3,5%	5.059	3,3%	47.668	3,8%	52.874	3,8%
TOTAL	134.217	100%	153.030	100%	1.267.720	100%	1.403.236	100%

Monthly light vehicle sales** (units)



** Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

2019

2020

2021

2022

2023

Motorization index*

4,6 5.300

3,5 4.918

4,3 5.433

4,4 5.598

4,1 5.843

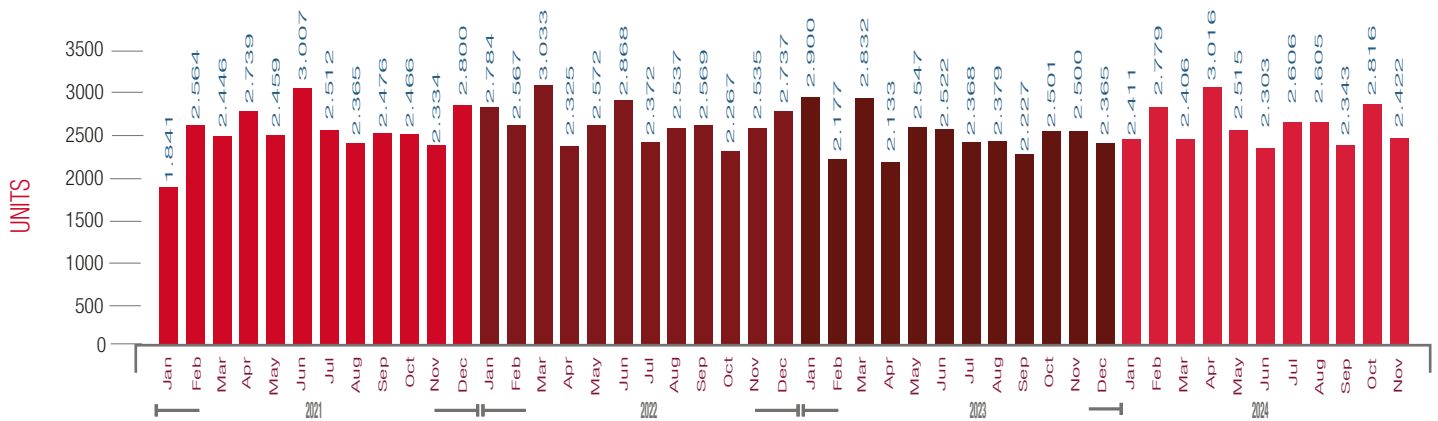
GDP per capita (USD)

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, pick up, vans, minibus and SUV
Heavy: Trucks and omnibus

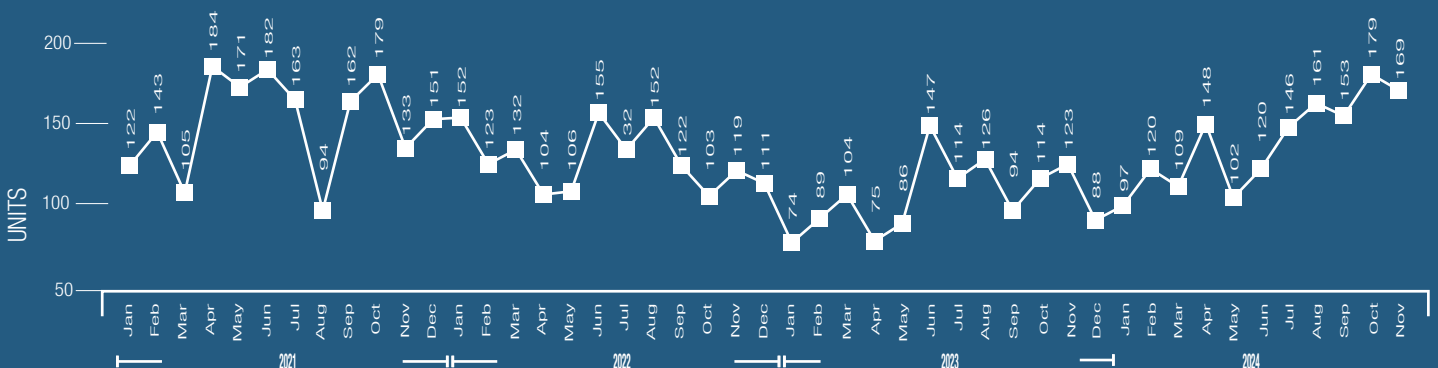
Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	391	14,9%	366	14,1%	4.247	15,0%	4.725	15,9%
TOYOTA	478	18,2%	379	14,6%	4.570	16,2%	4.356	14,7%
CHEVROLET	344	13,1%	301	11,6%	4.104	14,5%	3.638	12,2%
HYUNDAI	235	9,0%	288	11,1%	3.006	10,6%	3.389	11,4%
VOLKSWAGEN	170	6,5%	173	6,7%	2.007	7,1%	1.740	5,9%
NISSAN	174	6,6%	145	5,6%	1.397	4,9%	1.690	5,7%
FIAT	61	2,3%	92	3,6%	926	3,3%	1.133	3,8%
GEELY	45	1,7%	77	3,0%	692	2,5%	879	3,0%
MAZDA	61	2,3%	45	1,7%	570	2,0%	705	2,4%
FORD	60	2,3%	66	2,5%	474	1,7%	645	2,2%
OTHERS	604	23,0%	659	25,4%	6.239	22,1%	6.826	23,0%
TOTAL	2.623	100%	2.591	100%	28.232	100%	29.726	100%
LIGHT	2.500	95,3%	2.422	93,5%	27.086	95,9%	28.222	94,9%
HEAVY	123	4,7%	169	6,5%	1.146	4,1%	1.504	5,1%
TOTAL	2.623	100%	2.591	100%	28.232	100%	29.726	100%

Monthly light vehicle sales** (units)



** Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

2019

2020

2021

2022

2023

- Motorization index*
- GDP per capita (USD)

5,2 6.962

3,7 6.134

5,2 6.677

5,2 7.159

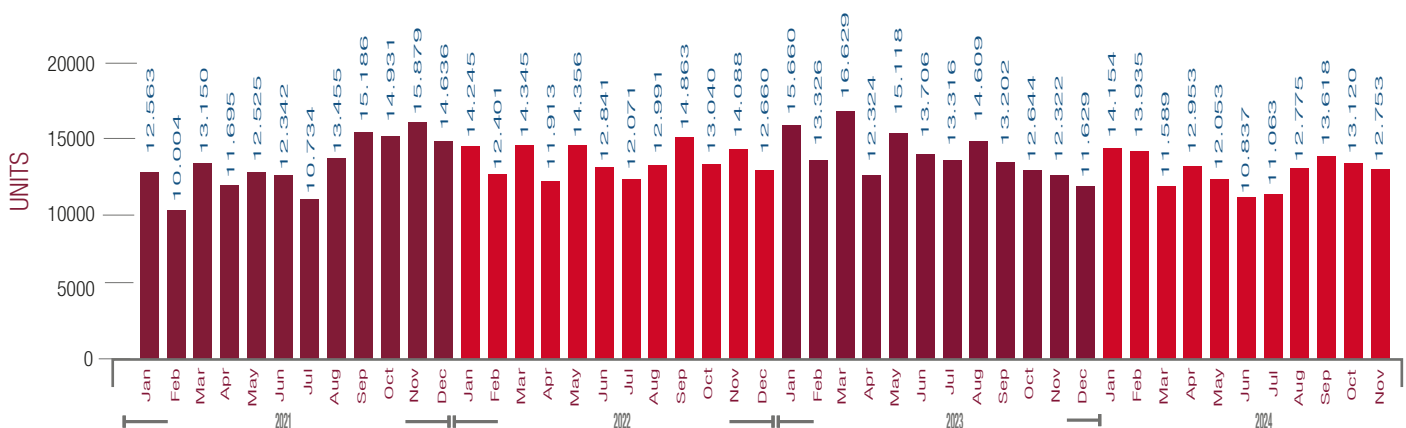
5,3 7.669

*Motorization index: vehicle sales per thousand people

Light: Passenger cars, pick up, vans, station wagon and off road SUV o
Heavy: Trucks, minibus, omnibus and tractor trucks

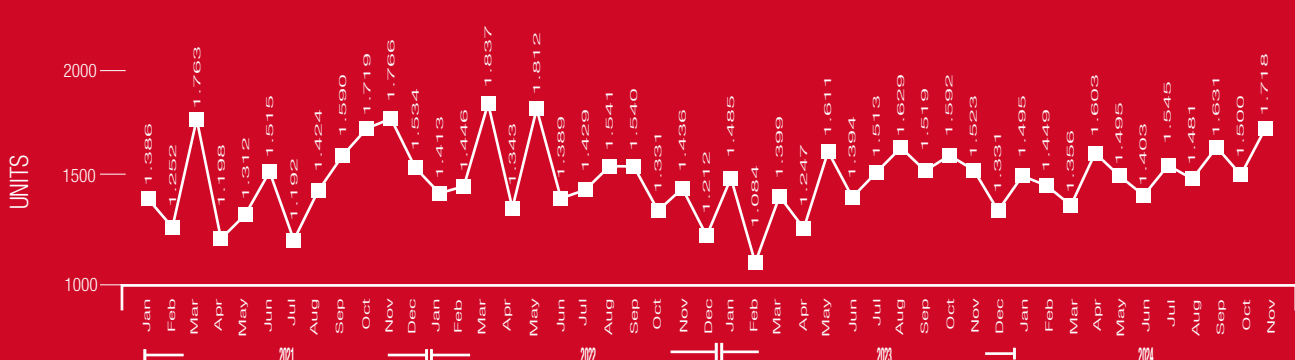
Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	3.109	22,5%	2.846	19,7%	34.017	20,1%	29.675	19,1%
HYUNDAI	1.044	7,5%	1.208	8,3%	14.354	8,5%	13.649	8,8%
KIA	1.100	7,9%	1.201	8,3%	14.082	8,3%	12.718	8,2%
CHEVROLET	733	5,3%	645	4,5%	10.149	6,0%	8.052	5,2%
CHANGAN	601	4,3%	760	5,3%	8.054	4,8%	7.646	4,9%
DFSK	486	3,5%	601	4,2%	6.765	4,0%	6.269	4,0%
JAC	476	3,4%	503	3,5%	6.612	3,9%	5.190	3,3%
NISSAN	557	4,0%	370	2,6%	6.073	3,6%	4.847	3,1%
SUZUKI	320	2,3%	348	2,4%	4.361	2,6%	4.576	2,9%
FORD	291	2,1%	486	3,4%	3.535	2,1%	4.241	2,7%
OTHERS	5.128	37,0%	5.503	38,0%	60.850	36,0%	58.663	37,7%
TOTAL	13.845	100%	14.471	100%	168.852	100%	155.526	100%
LIGHT	12.322	89,0%	12.753	88,1%	152.856	90,5%	138.850	89,3%
HEAVY	1.523	11,0%	1.718	11,9%	15.996	9,5%	16.676	10,7%
TOTAL	13.845	100%	14.471	100%	168.852	100%	155.526	100%

Monthly light vehicle sales** (units)



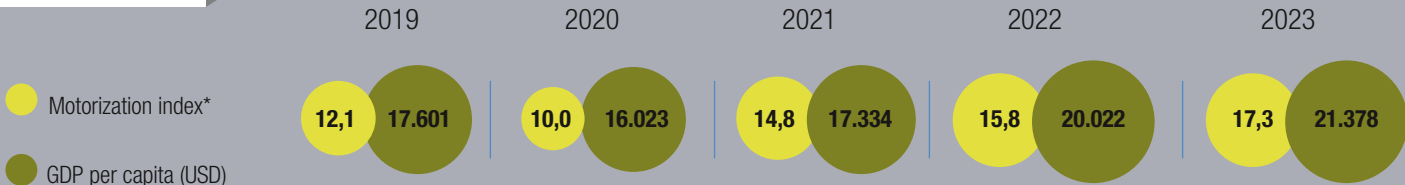
**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



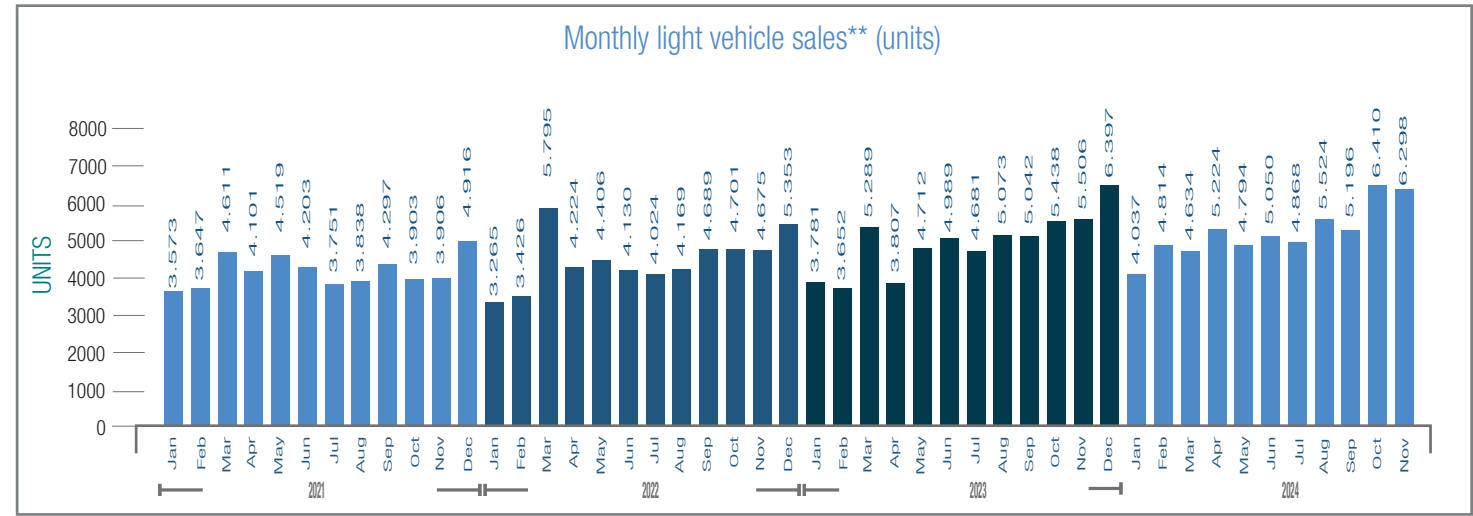
*** Heavy vehicles: trucks and buses

Source: AAP - FMI

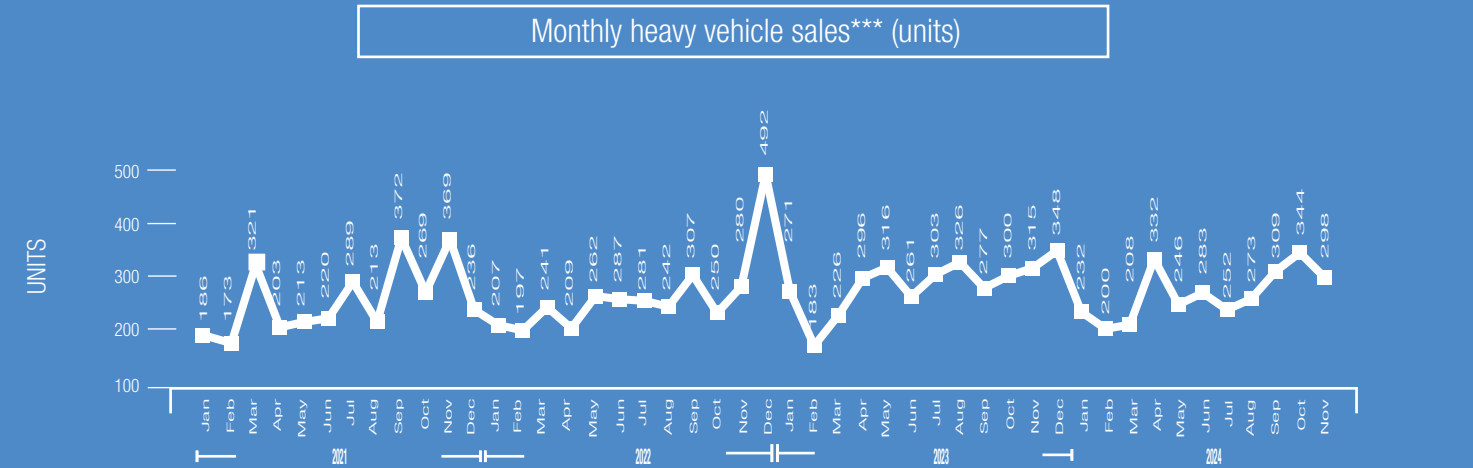


*Motorization index: vehicle sales per thousand people

Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
CHEVROLET	1.162	20,0%	886	13,4%	9.285	16,9%	8.849	14,8%
FIAT	633	10,9%	879	13,3%	5.466	9,9%	7.483	12,5%
VOLKSWAGEN	499	8,6%	769	11,7%	5.205	9,5%	5.492	9,2%
RENAULT	600	10,3%	635	9,6%	4.315	7,8%	4.730	7,9%
HYUNDAI	334	5,7%	539	8,2%	3.429	6,2%	4.524	7,6%
BYD	148	2,5%	505	7,7%	884	1,6%	3.167	5,3%
SUZUKI	503	8,6%	47	0,7%	5.175	9,4%	3.150	5,3%
CITROËN	146	2,5%	298	4,5%	2.750	5,0%	2.904	4,9%
PEUGEOT	323	5,5%	191	2,9%	3.482	6,3%	2.673	4,5%
NISSAN	251	4,3%	250	3,8%	2.424	4,4%	2.490	4,2%
OTHERS	1.222	21,0%	1.597	24,2%	12.629	22,9%	14.364	24,0%
TOTAL	5.821	100%	6.596	100%	55.044	100%	59.826	100%
LIGHT	5.506	94,6%	6.298	95,5%	51.970	94,4%	56.849	95,0%
HEAVY	315	5,4%	298	4,5%	3.074	5,6%	2.977	5,0%
TOTAL	5.821	100%	6.596	100%	55.044	100%	59.826	100%



**Light vehicles: automobiles, pickups, SUV, VAN



*** Heavy vehicles: trucks and buses

2019

2020

2021

2022

2023

● Motorization index*

0,06 ● 2.299

0,04 ● 1.691

0,07 ● 2.090

0,15 ● 3.422

0,28 ● 3.474

● GDP per capita (USD)

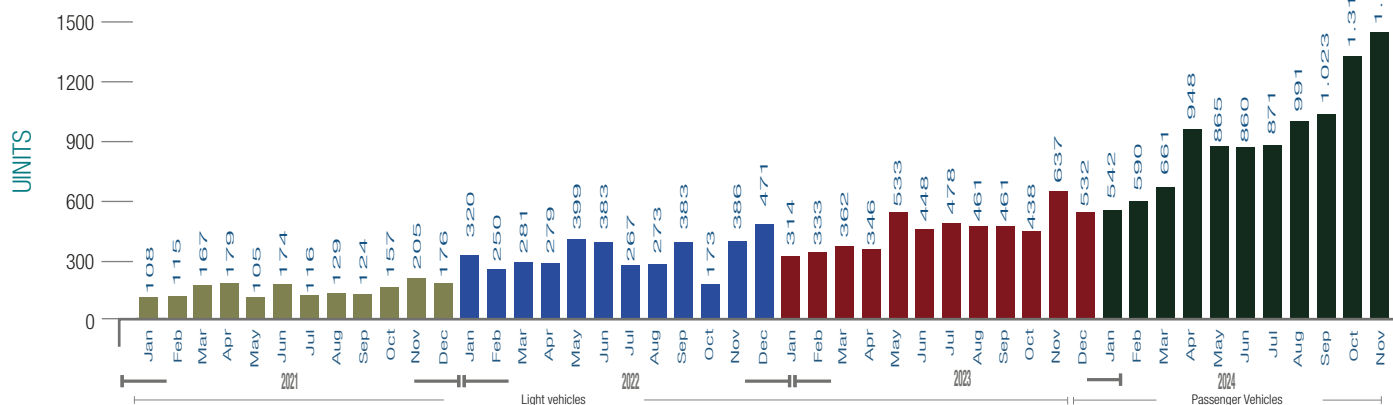
*Motorization index: vehicle sales per thousand people

Passenger: SUV and passenger cars
Commercial: Minibus, trucks, pick up, tractor trucks and vans

Brand	Sales by brand (November 2023)		Sales by brand (November 2024)		Accumulated sales by brand (January - November 2023)		Accumulated sales by brand (January - November 2024)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	624	69,1%	770	38,9%	4.319	65,7%	6.329	40,6%
JAC	0	0,0%	577	29,1%	0	0,0%	4.296	27,6%
CHANGAN	98	10,9%	138	7,0%	903	13,7%	1.398	9,0%
FORD MOTOR	63	7,0%	115	5,8%	473	7,2%	914	5,9%
FIAT	0	0,0%	101	5,1%	0	0,0%	742	4,8%
FOTON	33	3,7%	67	3,4%	228	3,5%	631	4,1%
MMC (Hyundai, Mitsubishi y Fuso)	46	5,1%	72	3,6%	288	4,4%	477	3,1%
FCA (Chrysler, Jeep, Dodge)	33	3,7%	55	2,8%	279	4,2%	383	2,5%
DONGFENG	0	0,0%	29	1,5%	0	0,0%	133	0,9%
KIA	0	0,0%	33	1,7%	0	0,0%	129	0,8%
OTHERS	6	0,7%	24	1,2%	79	1,2%	148	0,9%
TOTAL	903	100%	1.981	100%	6.569	100%	15.580	100%
LIGHT	637	70,5%	1.437	72,5%	4.811	73,2%	10.106	64,9%
HEAVY	266	29,5%	544	27,5%	1.758	26,8%	5.474	35,1%
TOTAL	903	100%	1.981	100%	6.569	100%	15.580	100%

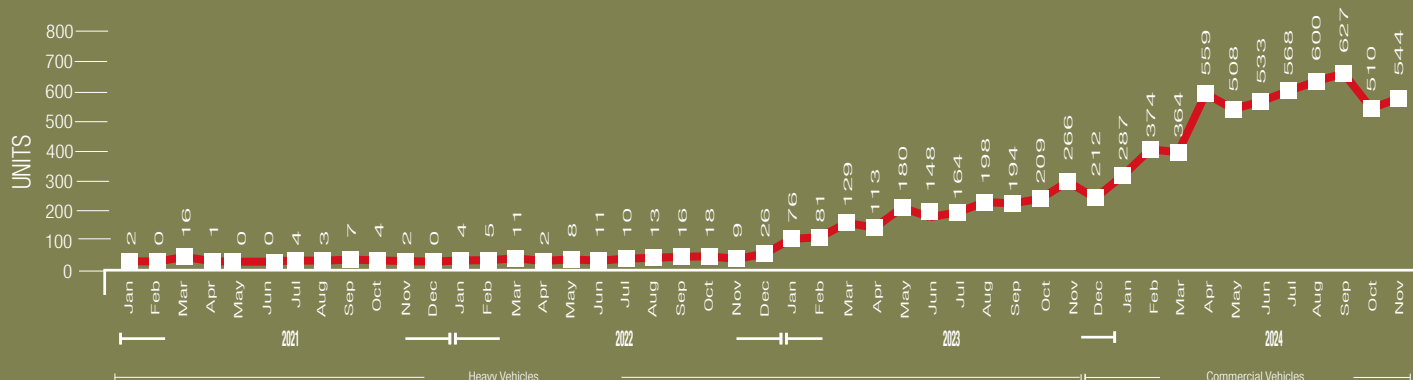
Note: In 2023 a methodological change was made to the information presented by Cavenéz. The information is divided into passenger and commercial segments.

Monthly light vehicle sales** (units)



**Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses



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