



ALADDA

Asociación Latinoamericana de
Distribuidores de Automotores

Regional Automotive Market



Published on January, 2026

Regional Market
by the end of December 2025

Distributed for



ALADDA
Asociación Latinoamericana de
Distribuidores de Automotores

With the support AEADE **80** AÑOS

Regional automotive market - Summary

In Dec 2025 in comparison with Dec 2024: increase in **9,3%** in sales.

In December:

Total Vehicles Sales

- Highest y-o-y growth: Venezuela (**125.7%**) and Peru (**48.7%**)
- Highest y-o-y decrease: Costa Rica (**5.3%**)

Light Vehicles Sales:



- Highest y-o-y growth: Venezuela (**124.9%**), Peru (**48.4%**) and Ecuador (**36.9%**)
- Highest y-o-y decrease: Costa Rica (**4.7%**)

Heavy Vehicles Sales:



- Highest y-o-y growth: Venezuela (**127.8%**), Ecuador (**87.4%**) and Chile (**81.4%**)
- Highest y-o-y decrease: Mexico (**39.3%**), Uruguay (**26.2%**) and Costa Rica (**12.0%**)

Countries	December 2024	December 2025	Jan - dec 2024	Jan - dec 2025	% VAR	% VAR
					Dec 2025 -2024	Jan - dec 2025 -2024
Brasil	257.394	279.425	2.634.366	2.689.179	8,6%	2,1%
Mexico	152.584	157.756	1.562.615	1.564.471	3,4%	0,1%
Argentina	21.761	23.997	414.211	604.127	10,3%	45,9%
Chile	29.780	31.679	318.612	328.218	6,4%	3,0%
Colombia	25.358	30.178	201.219	254.438	19,0%	26,4%
Peru	13.783	20.496	169.309	211.776	48,7%	25,1%
Ecuador	8.701	12.368	108.266	124.505	42,1%	15,0%
Costa Rica*	5.976	5.658	76.828	73.123	-5,3%	-4,8%
Uruguay	6.815	7.053	66.712	72.503	3,5%	8,7%
Guatemala	4.765	5.742	58.045	63.626	20,5%	9,6%
Panama	4.385	5.379	54.384	60.233	22,7%	10,8%
Dominican Rep.	4.006	2.716	43.193	41.468	-32,2%	-4,0%
Paraguay	2.834	3.704	32.560	39.420	30,7%	21,1%
Venezuela	1.978	4.465	17.558	38.610	125,7%	119,9%

*Imports

**Data as of november 2025

Regional Automotive Market

Vehicles sales by continents

America sales

2020	20.817.485
2021	22.014.634
2022	20.876.860
2023	23.215.717
2024	24.154.016

Europe sales

2020	16.714.115
2021	16.882.466
2022	16.882.466
2023	17.934.268
2024	18.691.016

Asia & Oceania sales

2020	40.330.258
2021	42.724.577
2022	45.838.945
2023	50.641.764
2024	51.406.410

Africa sales

2020	925.708
2021	1.133.520
2022	1.075.388
2023	1.050.105
2024	1.053.611

Source: OICA



Historical vehicle sales of member countries

	Countries	Imports			
		2022	2023	2024	2025
	Brasil	2.104.050	2.307.907	2.634.366	2.689.179
	Mexico	1.134.443	1.416.429	1.562.615	1.564.471
	Argentina	406.792	449.496	414.211	604.127
	Chile	448.261	332.636	318.612	328.218
	Colombia	262.595	186.826	201.219	254.438
	Peru	177.543	181.812	169.309	211.776
	Ecuador	134.170	132.388	108.266	124.505
	Costa Rica*	40.159	57.446	76.828	73.123
	Uruguay	56.112	61.789	66.712	72.503
	Guatemala	44.730	54.569	58.045	63.626
	Panama	42.169	48.919	54.384	60.233
	Dominican Rep.	32.455	46.204	47.888	41.468 Jan- nov
	Paraguay	32.677	30.685	32.560	39.420
	Bolivia	45.724	51.012	29.692	-
	Venezuela	3.998	7.313	17.558	38.610
	Total	4.965.878	5.365.431	5.792.265	6.165.697

(thousand units)

Country	December 2024	December 2025	Jan - dec 2024	Jan - dec 2025	Ratio (population / light vehicle sales)
	257,4	279,4	2.634,4	2.689,2	2024: 86 2025: 84  x 
	152,6	157,8	1.562,6	1.564,5	2024: 88 2025: 87  x 
	21,8	24,0	414,2	604,1	2024: 121 2025: 83  x 
	29,8	31,7	318,6	328,2	2024: 66 2025: 64  x 
	25,4	30,2	201,2	254,4	2024: 285 2025: 230  x 
	13,8	20,5	169,3	211,8	2024: 226 2025: 184  x 
	8,7	12,4	108,3	124,5	2024: 183 2025: 164  x 
* 	6,0	5,7	76,8	73,1	2024: 76 2025: 81  x 
	6,8	7,1	66,7	72,5	2024: 57 2025: 50  x 
	4,8	5,7	58,0	63,6	2024: 378 2025: 373  x 
	4,4	5,4	54,4	60,2	2024: 86 2025: 79  x 
	2,8	3,7	32,6	39,4	2024: 248 2025: 188  x 
 Jan - nov	4,0	2,7	43,2	41,5	2023: 284 2024: 281  x 
	2,0	4,7	15,6	34,2	2023: 4.967 2024: 2.296  x 

*Imports

*Light vehicles: automobiles, pickups, SUV, VAN
** Heavy vehicles: trucks and buses

(thousand units)

Country	*Light vehicle sales				**Heavy vehicle sales			
	Dec 2024	Dec 2025	Jan - dec 2024	Jan - dec 2025	Dec 2024	Dec 2025	Jan - dec 2024	Jan - dec 2025
	243,7	267,1	2.485,3	2.549,5	13,7	12,3	149,0	139,7
	147,1	154,5	1.504,3	1.524,6	5,4	3,3	58,3	39,8
	20,0	22,4	390,6	571,6	1,8	1,6	23,6	32,5
	28,4	29,3	306,0	313,6	1,3	2,4	12,6	14,6
	23,1	27,7	184,9	231,3	2,3	2,5	16,3	23,1
	12,2	18,1	151,1	187,0	1,6	2,4	18,2	24,8
	7,8	10,7	98,1	110,3	0,9	1,7	10,2	14,2
* 	5,5	5,2	70,5	66,2	0,5	0,5	6,3	6,9
	6,4	6,8	63,3	69,0	0,4	0,3	3,4	3,5
	4,0	4,5	47,2	50,0	0,8	1,2	10,8	13,6
	4,2	5,1	52,5	58,0	0,2	0,3	1,9	2,2
	2,7	3,5	30,9	37,2	0,2	0,2	1,7	2,2
 Jan - nov	3,3	2,2	34,5	33,1	0,7	0,5	8,6	8,4
	1,4	3,3	10,1	24,4	0,5	1,5	5,5	9,8

*Imports



ARGENTINA

Regional Automotive Market

2021

2022

2023

2024

2025

Vehicle sales
per thousand inhabitants*

8,4 10.632

8,8 13.620

9,5 13.823

8,8 12.814

12,7 14.359

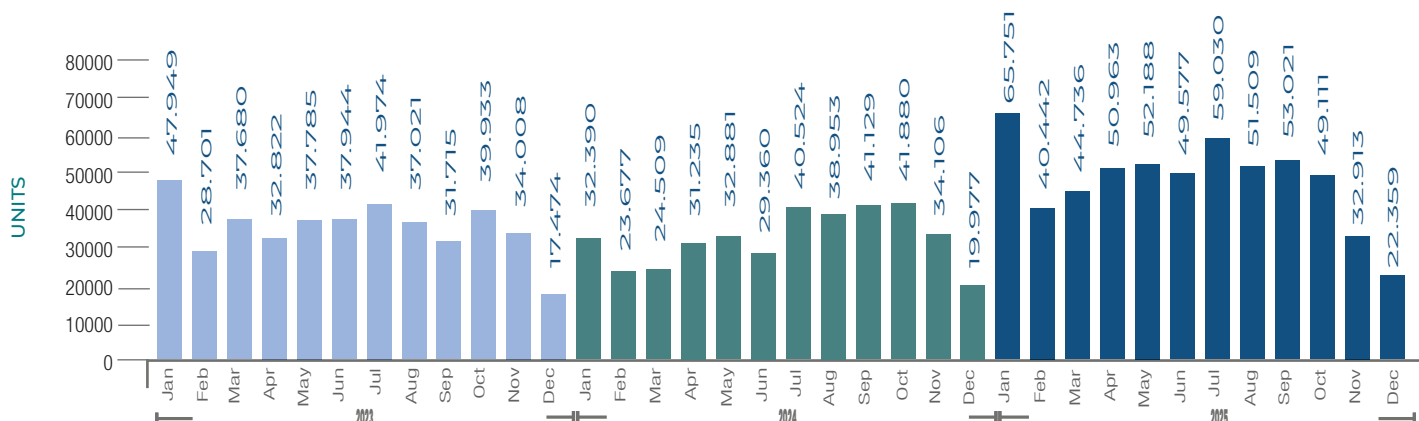
Nominal GDP per capita (USD)

* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

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

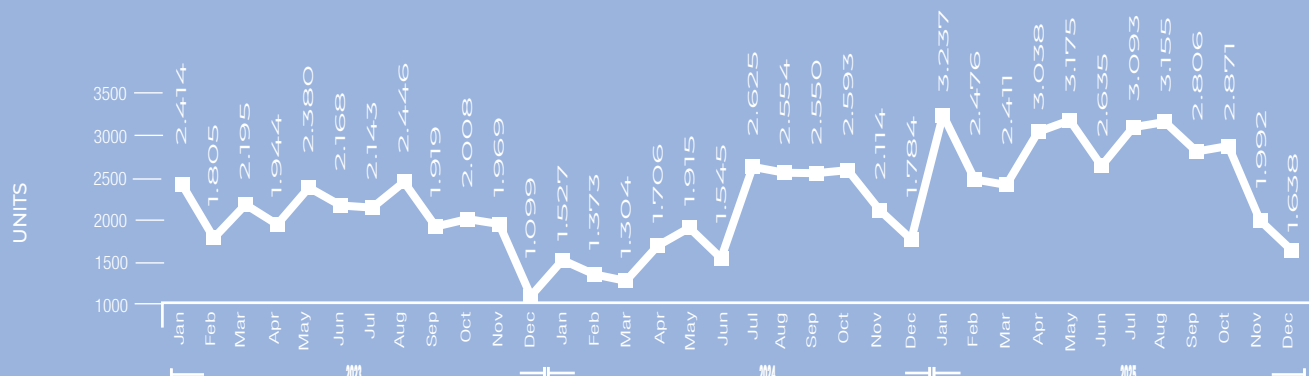
Brand	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	4.550	20,9%	3.350	14,0%	84.774	20,5%	96.428	16,0%
VOLKSWAGEN	3.351	15,4%	3.564	14,9%	65.940	15,9%	95.299	15,8%
FIAT	1.619	7,4%	2.138	8,9%	47.329	11,4%	73.514	12,2%
RENAULT	2.481	11,4%	2.353	9,8%	35.613	8,6%	57.511	9,5%
PEUGEOT	1.498	6,9%	1.452	6,1%	37.108	9,0%	48.979	8,1%
FORD	1.823	8,4%	2.294	9,6%	35.623	8,6%	48.759	8,1%
CHEVROLET	1.543	7,1%	2.169	9,0%	23.599	5,7%	45.952	7,6%
CITROEN	496	2,3%	793	3,3%	14.340	3,5%	23.674	3,9%
JEEP	429	2,0%	561	2,3%	12.927	3,1%	21.723	3,6%
MERCEDES BENZ	770	3,5%	726	3,0%	12.006	2,9%	15.260	2,5%
OTHERS	3.201	14,7%	4.597	19,2%	44.952	10,9%	77.028	12,8%
TOTAL	21.761	100%	23.997	100%	414.211	100%	604.127	100%
LIGHT	19.977	91,8%	22.359	93,2%	390.621	94,3%	571.600	94,6%
HEAVY	1.784	8,2%	1.638	6,8%	23.590	5,7%	32.527	5,4%
TOTAL	21.761	100%	23.997	100%	414.211	100%	604.127	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





BRAZIL

Regional Automotive Market

2021

2022

2023

2024

2025

Vehicle sales
per thousand inhabitants*

10,5 8.166

10,4 9.455

11,3 10.268

12,4 10.296

12,6 10.578

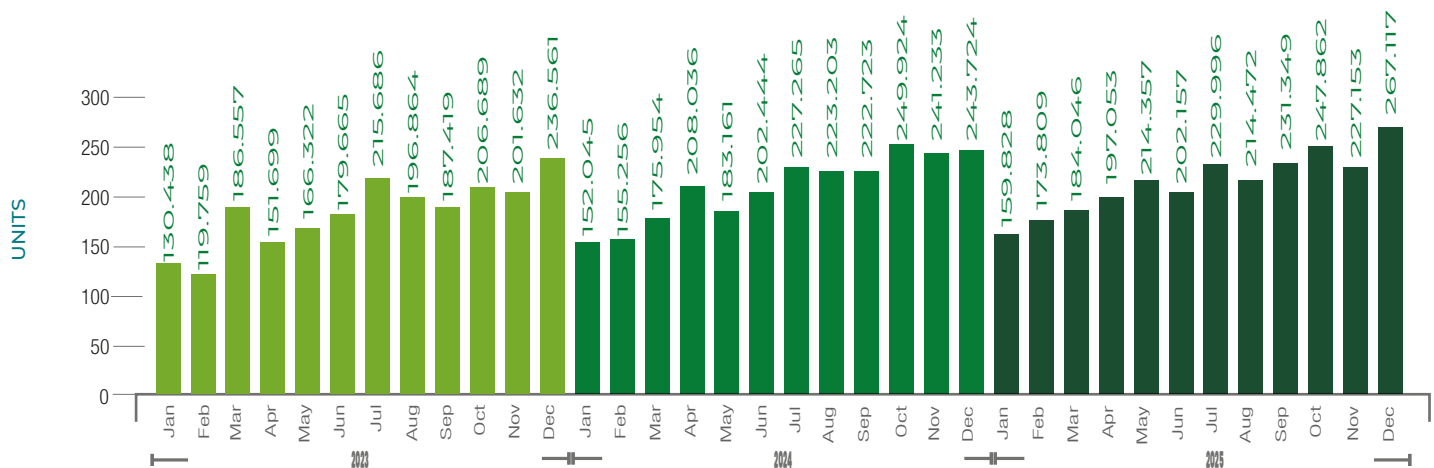
Nominal GDP per capita (USD)

* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

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

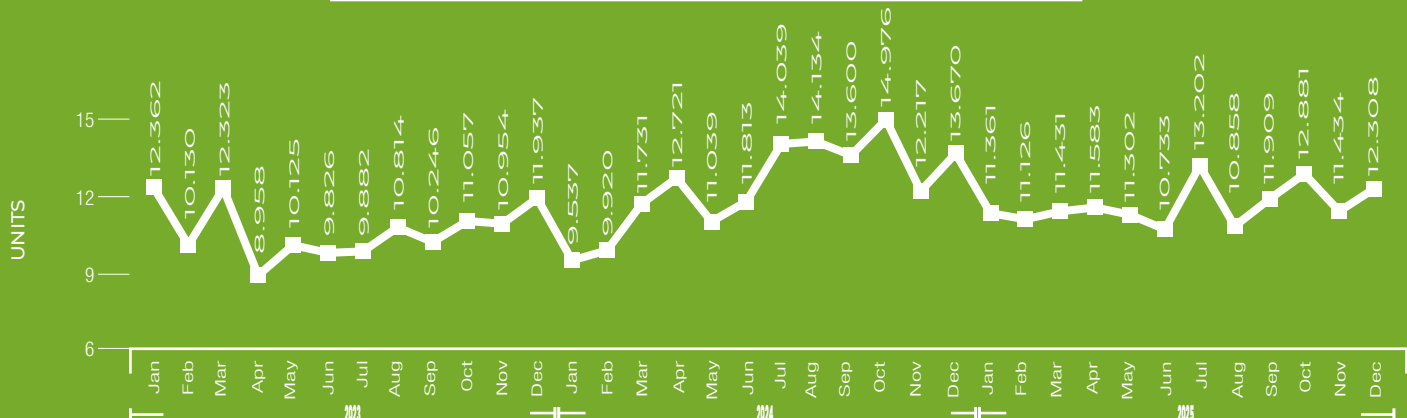
Brand	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
FIAT	50.165	19,5%	53.339	19,1%	521.282	19,8%	533.711	19,8%
VOLKSWAGEN	40.367	15,7%	47.775	17,1%	400.414	15,2%	436.297	16,2%
GENERAL MOTORS	32.518	12,6%	29.566	10,6%	314.957	12,0%	275.966	10,3%
HYUNDAI MOTOR	20.099	7,8%	20.632	7,4%	206.183	7,8%	203.596	7,6%
TOYOTA	15.987	6,2%	11.773	4,2%	203.793	7,7%	170.635	6,3%
RENAULT	18.037	7,0%	13.105	4,7%	139.288	5,3%	131.724	4,9%
JEEP	10.273	4,0%	13.358	4,8%	121.287	4,6%	124.112	4,6%
BYD	10.113	3,9%	15.712	5,6%	76.859	2,9%	113.009	4,2%
HONDA	9.036	3,5%	10.832	3,9%	91.450	3,5%	103.460	3,8%
NISSAN	6.790	2,6%	7.444	2,7%	87.434	3,3%	77.808	2,9%
OTHERS	44.009	17,1%	55.889	20,0%	471.419	17,9%	518.861	19,3%
TOTAL	257.394	100%	279.425	100%	2.634.366	100%	2.689.179	100%
LIGHT	243.724	94,7%	267.117	95,6%	2.485.319	94,3%	2.549.462	94,8%
HEAVY	13.670	5,3%	12.308	4,4%	149.047	5,7%	139.717	5,2%
TOTAL	257.394	100%	279.425	100%	2.634.366	100%	2.689.179	100%

Monthly light vehicle sales** (units)



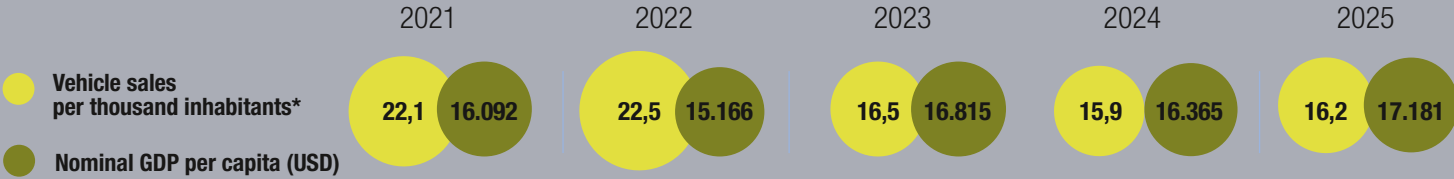
**Light vehicles: Passenger cars and light commercial vehicles

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: ANFAVEA - IMF



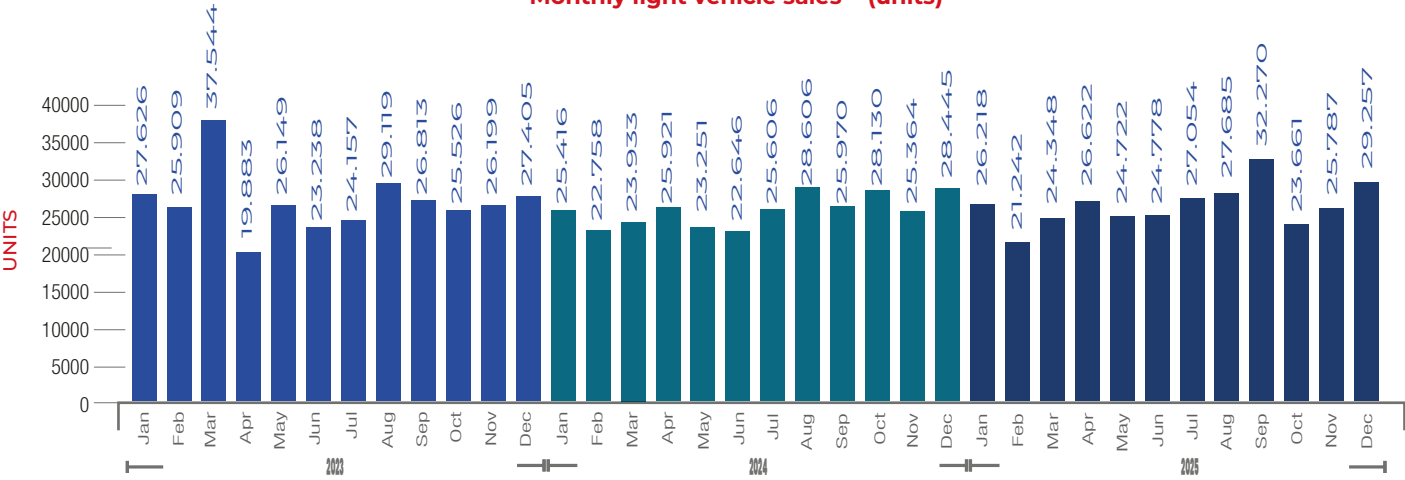
* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

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

Brand	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.391	8,0%	2.309	7,3%	23.916	7,5%	24.814	7,6%
HYUNDAI	2.106	7,1%	2.430	7,7%	21.493	6,7%	22.107	6,7%
SUZUKI	2.137	7,2%	1.655	5,2%	20.133	6,3%	21.729	6,6%
CHEVROLET	2.119	7,1%	1.959	6,2%	22.206	7,0%	19.858	6,1%
KIA	1.522	5,1%	1.738	5,5%	18.850	5,9%	19.079	5,8%
FORD	1.678	5,6%	1.472	4,6%	15.396	4,8%	15.716	4,8%
PEUGEOT	1.137	3,8%	1.271	4,0%	16.589	5,2%	15.604	4,8%
GREAT WALL	1.359	4,6%	1.680	5,3%	9.579	3,0%	13.952	4,3%
CHANGAN	1.076	3,6%	1.427	4,5%	10.155	3,2%	12.735	3,9%
MITSUBISHI	1.307	4,4%	992	3,1%	12.164	3,8%	12.297	3,7%
OTHERS	12.948	43,5%	14.746	46,5%	148.131	46,5%	150.327	45,8%
TOTAL	29.780	100%	31.679	100%	318.612	100%	328.218	100%
LIGHT	28.445	95,5%	29.257	92,4%	306.046	96,1%	313.644	95,6%
HEAVY	1.335	4,5%	2.422	7,6%	12.566	3,9%	14.574	4,4%
TOTAL	29.780	100%	31.679	100%	318.612	100%	328.218	100%

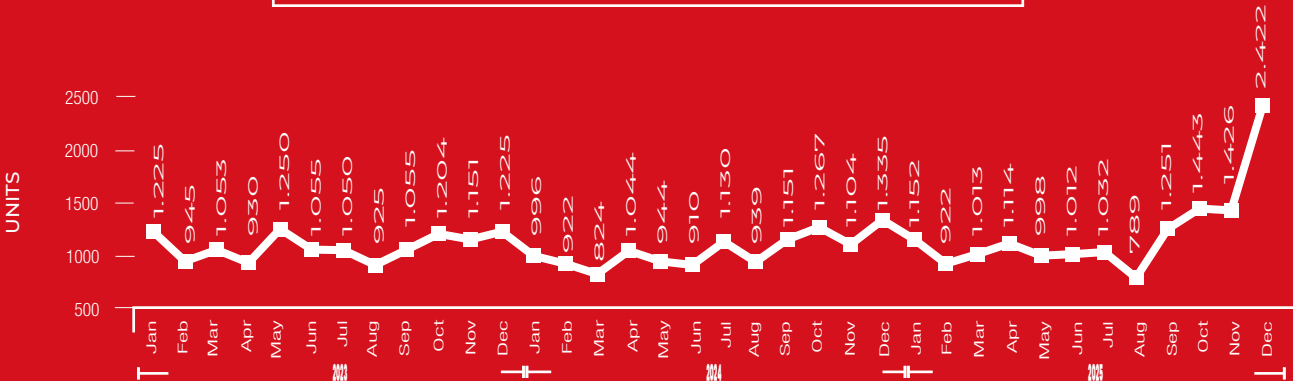
The participation is calculated based on total sales, including light and heavy vehicles

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

COLOMBIA

Regional
Automotive
Market

20212022202320242025

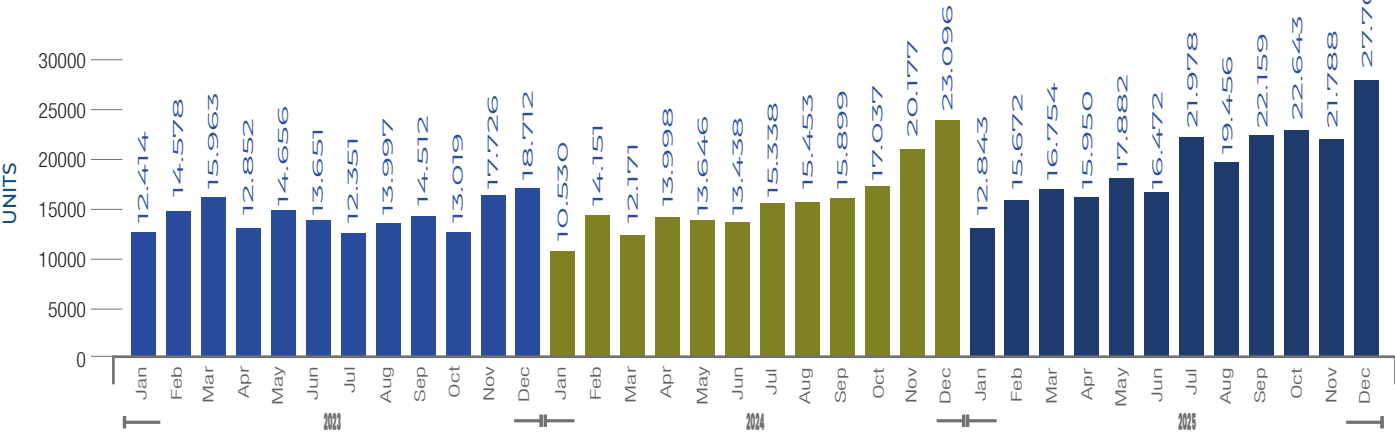
- Vehicle sales per thousand inhabitants*
- Nominal GDP per capita (USD)

* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

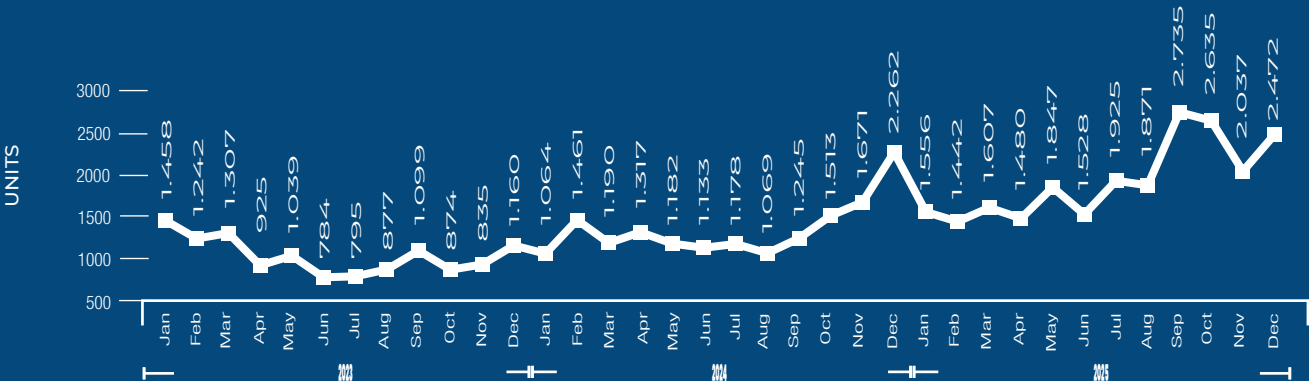
Light: SUV, passenger cars, pick up, taxi, minibus, quadricycle, VAN and ambulance
Heavy: Trucks <10.5 t, trucks >10.5 t, tractor trucks, dump trucks and buses

Brand	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	3.039	12,0%	3.918	13,0%	24.251	12,1%	34.077	13,4%
RENAULT	3.020	11,9%	3.782	12,5%	25.339	12,6%	33.680	13,2%
TOYOTA	2.731	10,8%	1.667	5,5%	27.023	13,4%	23.721	9,3%
MAZDA	2.112	8,3%	2.465	8,2%	17.968	8,9%	21.574	8,5%
CHEVROLET	2.128	8,4%	2.187	7,2%	19.605	9,7%	21.076	8,3%
SUZUKI	1.282	5,1%	1.591	5,3%	10.814	5,4%	13.840	5,4%
NISSAN	1.653	6,5%	1.675	5,6%	12.211	6,1%	13.766	5,4%
HYUNDAI	1.228	4,8%	1.305	4,3%	7.206	3,6%	11.701	4,6%
VOLKSWAGEN	1.024	4,0%	1.681	5,6%	8.220	4,1%	11.050	4,3%
BYD	1.090	4,3%	1.820	6,0%	4.595	2,3%	10.902	4,3%
OTHERS	6.051	23,9%	8.087	26,8%	43.987	21,9%	59.051	23,2%
TOTAL	25.358	100%	30.178	100%	201.219	100%	254.438	100%
LIGHT	23.096	91,1%	27.706	91,8%	184.934	91,9%	231.303	90,9%
HEAVY	2.262	8,9%	2.472	8,2%	16.285	8,1%	23.135	9,1%
TOTAL	25.358	100%	30.178	100%	201.219	100%	254.438	100%

Monthly light vehicle sales** (units)



Monthly heavy vehicle sales*** (units)





COSTA RICA

Regional Automotive Market

2021

2022

2023

2024

2025

Vehicle imports
per thousand inhabitants*

6,2

12.539

7,7

13.239

10,9

16.390

14,4

17.860

13,6

19.104

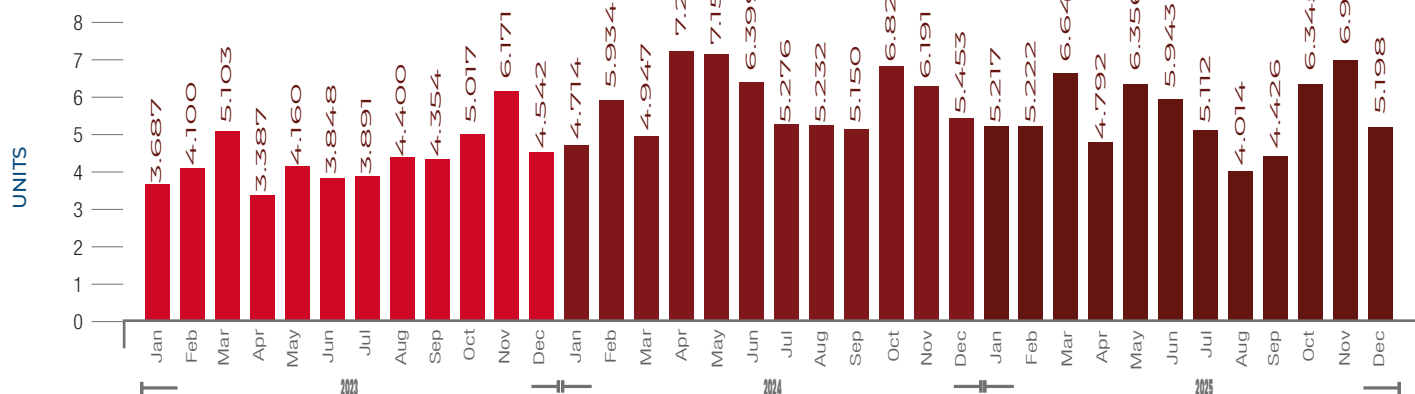
Nominal GDP per capita (USD)

* This indicator reflects the number of new vehicles imported per thousand inhabitants. Its purpose is to measure the relationship between vehicle imports volume—including light and heavy vehicles—and the size of the population.

Imports data

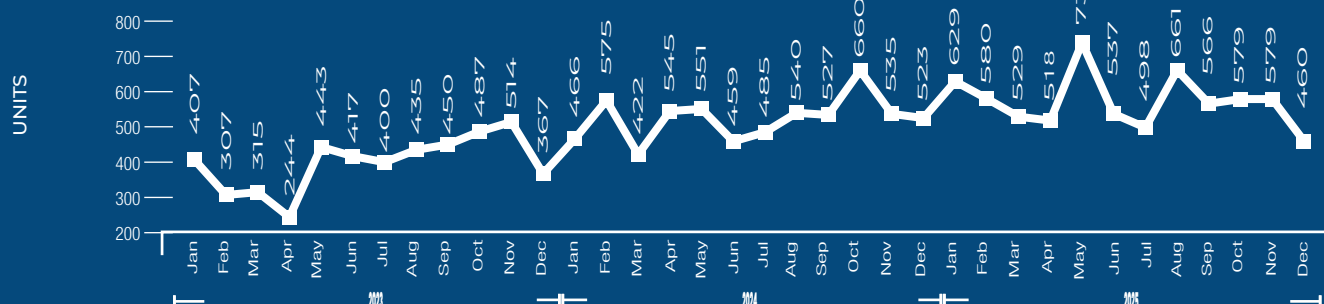
Brand	Imports by brand (December 2024)		Imports by brand (December 2025)		Accumulated imports by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	1.650	27,6%	1.031	18,2%	15.674	20,4%	13.547	18,5%
NISSAN	499	8,4%	437	7,7%	6.813	8,9%	6.555	9,0%
SUZUKI	221	3,7%	494	8,7%	6.342	8,3%	6.127	8,4%
GEELY	502	8,4%	314	5,5%	4.368	5,7%	4.432	6,1%
BYD	242	4,0%	468	8,3%	3.080	4,0%	4.388	6,0%
MITSUBISHI	319	5,3%	465	8,2%	3.385	4,4%	4.064	5,6%
HYUNDAI	265	4,4%	228	4,0%	4.976	6,5%	4.045	5,5%
CHERY	110	1,8%	251	4,4%	3.410	4,4%	2.549	3,5%
KIA	275	4,6%	117	2,1%	2.044	2,7%	2.434	3,3%
ISUZU	160	2,7%	217	3,8%	2.457	3,2%	2.212	3,0%
OTHERS	1.733	29,0%	1.636	28,9%	24.279	31,6%	22.770	31,1%
TOTAL	5.976	100%	5.658	100%	76.828	100%	73.123	100%
LIGHT	5.453	91,2%	5.198	91,9%	70.548	91,8%	66.246	90,6%
HEAVY	523	8,8%	460	8,1%	6.280	8,2%	6.877	9,4%
TOTAL	5.976	100%	5.658	100%	76.828	100%	73.123	100%

Monthly light vehicle imports** (units)



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

Monthly heavy vehicle imports*** (units)



*** Heavy vehicles: trucks and buses

Source: AVEMA - FMI



ECUADOR

Regional Automotive Market

2021

2022

2023

2024

2025

- Vehicle sales per thousand inhabitants*
- Nominal GDP per capita (USD)

6,5 5.979

7,5 6.389

7,3 6.663

6,0 6.758

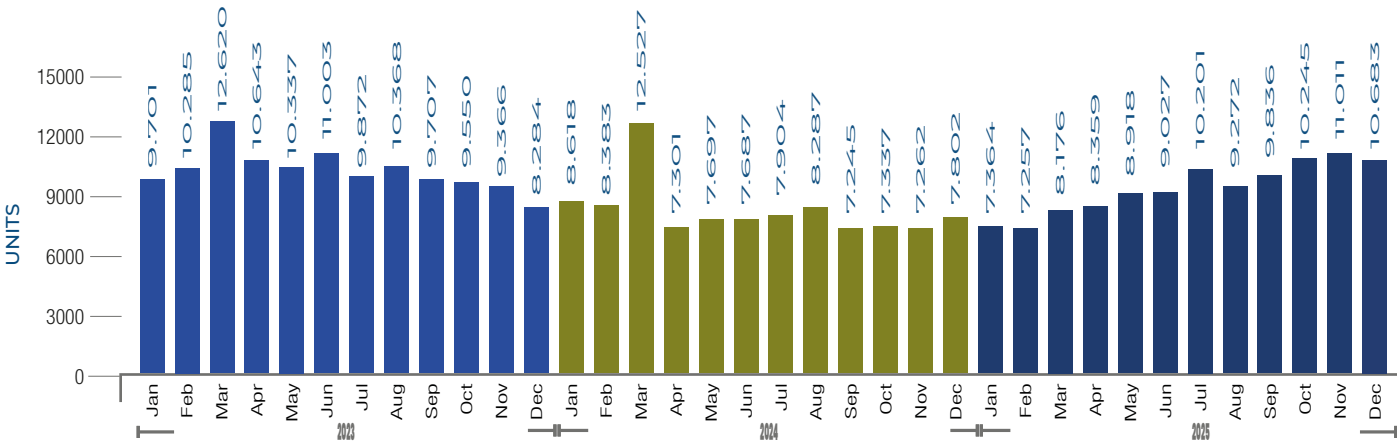
6,9 7.210

* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

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

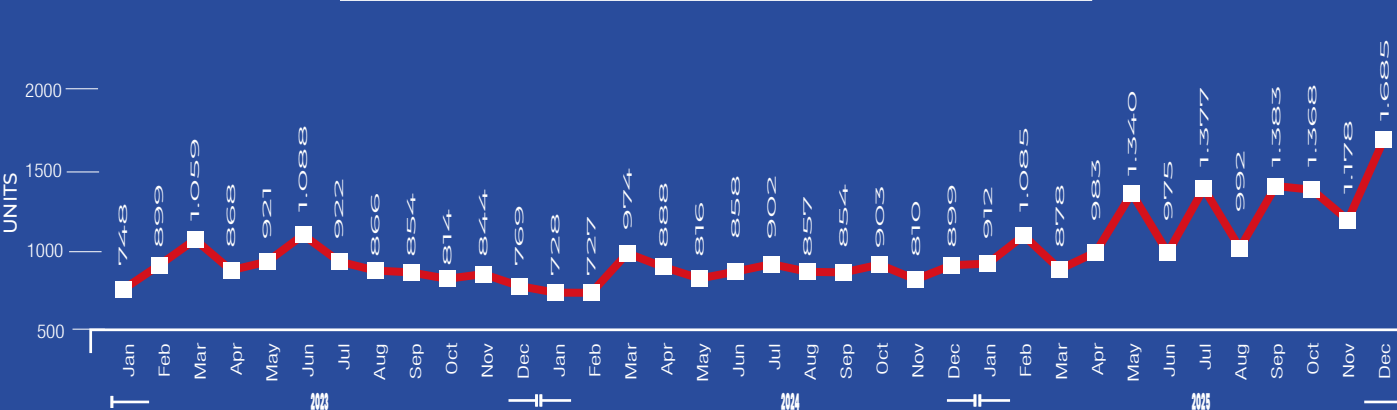
Brand	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	1.254	14,4%	1.527	12,3%	16.727	15,4%	19.141	15,4%
CHEVROLET	1.431	16,4%	1.238	10,0%	19.969	18,4%	15.671	12,6%
HYUNDAI	301	3,5%	613	5,0%	5.158	4,8%	7.554	6,1%
GWM	659	7,6%	1.020	8,2%	3.608	3,3%	6.678	5,4%
TOYOTA	499	5,7%	564	4,6%	6.654	6,1%	6.123	4,9%
CHERY	323	3,7%	513	4,1%	4.718	4,4%	5.660	4,5%
RENAULT	266	3,1%	435	3,5%	3.671	3,4%	4.810	3,9%
SUZUKI	337	3,9%	236	1,9%	4.198	3,9%	4.534	3,6%
JAC	278	3,2%	504	4,1%	2.969	2,7%	4.047	3,3%
DONGFENG	158	1,8%	316	2,6%	2.152	2,0%	3.479	2,8%
OTHERS	3.195	36,7%	5.402	43,7%	38.442	35,5%	46.808	37,6%
TOTAL	8.701	100%	12.368	100%	108.266	100%	124.505	100%
LIGHT	7.802	89,7%	10.683	86,4%	98.050	90,6%	110.349	88,6%
HEAVY	899	10,3%	1.685	13,6%	10.216	9,4%	14.156	11,4%
TOTAL	8.701	100%	12.368	100%	108.266	100%	124.505	100%

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses



GUATEMALA

Regional Automotive Market

2022

2023

2024

2025

Vehicle sales
per thousand inhabitants*

2,6 5.509

3,1 5.933

3,3 6.037

3,4 6.478

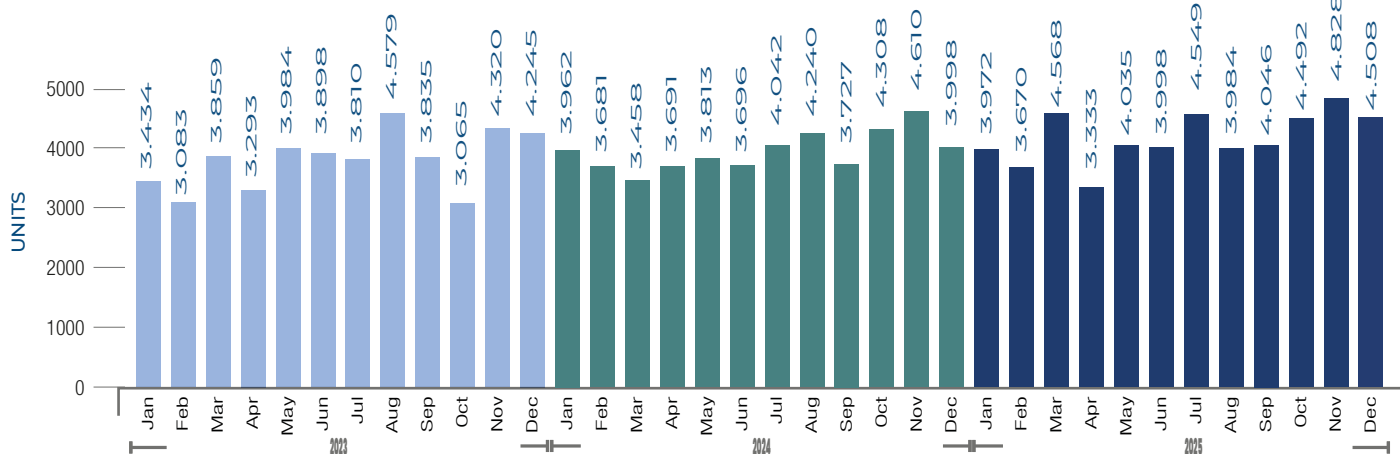
Nominal GDP per capita (USD)

* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

Brand	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	1.635	34,3%	1.626	28,3%	16.902	29,1%	17.252	27,1%
ISUZU	275	5,8%	564	9,8%	4.420	7,6%	5.817	9,1%
KIA	256	5,4%	300	5,2%	3.848	6,6%	3.930	6,2%
MITSUBISHI	266	5,6%	261	4,5%	3.772	6,5%	3.727	5,9%
JAC	273	5,7%	327	5,7%	3.158	5,4%	3.672	5,8%
CHANGAN	176	3,7%	283	4,9%	2.723	4,7%	3.027	4,8%
HINO	160	3,4%	389	6,8%	2.477	4,3%	3.006	4,7%
SUZUKI	175	3,7%	354	6,2%	2.458	4,2%	2.983	4,7%
FOTON	122	2,6%	213	3,7%	1.631	2,8%	2.339	3,7%
VOLKSWAGEN	231	4,8%	142	2,5%	2.152	3,7%	2.113	3,3%
OTRAS	1.196	25,1%	1.283	22,3%	14.504	25,0%	15.760	24,8%
TOTAL	4.765	100%	5.742	100%	58.045	100%	63.626	100%
LIGHT	3.998	83,9%	4.508	78,5%	47.226	81,4%	49.983	78,6%
HEAVY	767	16,1%	1.234	21,5%	10.819	18,6%	13.643	21,4%
TOTAL	4.765	100%	5.742	100%	58.045	100%	63.626	100%

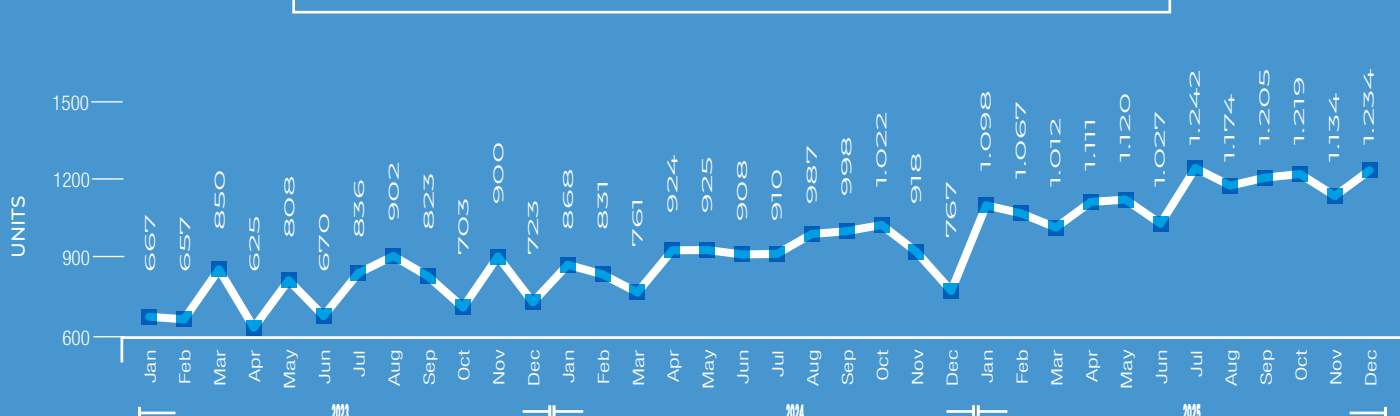
Some brands do not record sales in the periods prior to their entry and registration in the country, as well as before their affiliation with AIDVA

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Source: AIDVA- FMI



MEXICO

Regional Automotive Market

2021

2022

2023

2024

2025

Vehicle sales
per thousand inhabitants*

8,1

10.177

8,7

11.266

10,8

13.641

11,8

13.971

11,7

13.967

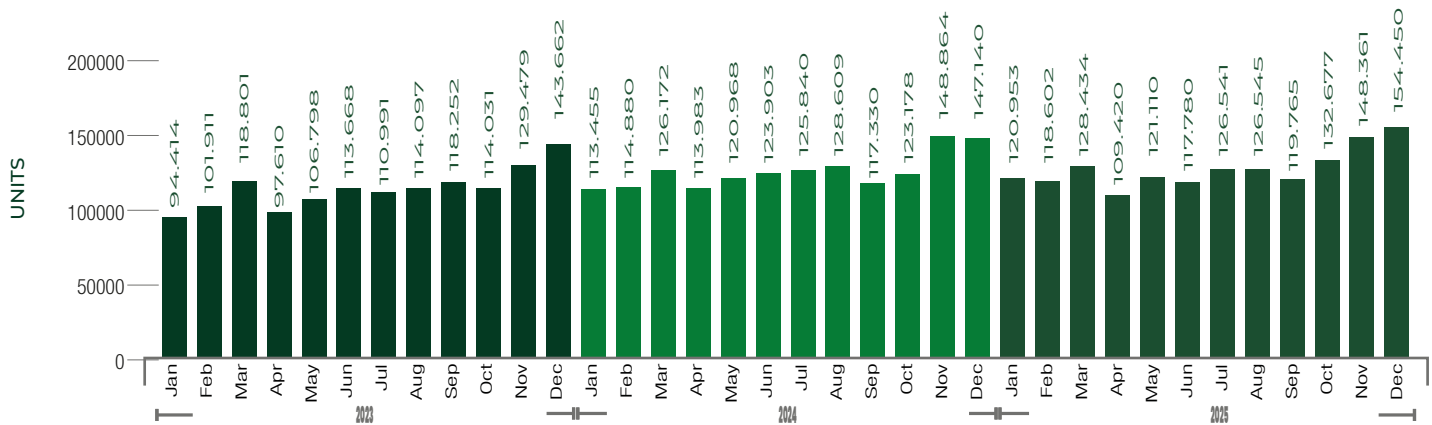
Nominal GDP per capita (USD)

* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

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

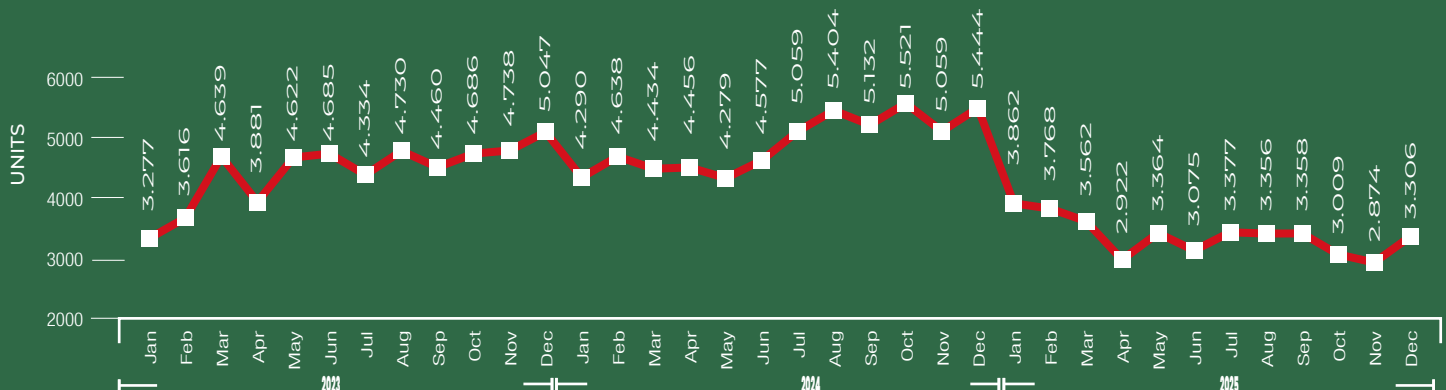
Brand	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
NISSAN	25.233	16,5%	29.279	18,6%	255.116	16,3%	274.461	17,5%
CHEVROLET	17.972	11,8%	19.769	12,5%	192.137	12,3%	183.234	11,7%
VOLKSWAGEN	14.463	9,5%	14.277	9,1%	141.032	9,0%	139.912	8,9%
TOYOTA	10.606	7,0%	12.584	8,0%	121.968	7,8%	126.358	8,1%
KIA	9.501	6,2%	10.393	6,6%	104.384	6,7%	111.172	7,1%
MAZDA	8.677	5,7%	8.843	5,6%	99.797	6,4%	107.004	6,8%
HYUNDAI	5.378	3,5%	5.652	3,6%	53.305	3,4%	54.497	3,5%
FORD MOTOR	5.421	3,6%	5.218	3,3%	52.359	3,4%	53.825	3,4%
MG MOTOR	8.924	5,8%	5.108	3,2%	60.168	3,9%	48.816	3,1%
HONDA	3.918	2,6%	3.740	2,4%	42.336	2,7%	40.416	2,6%
OTRAS	42.491	27,8%	42.893	27,2%	440.013	28,2%	424.776	27,2%
TOTAL	152.584	100%	157.756	100%	1.562.615	100%	1.564.471	100%
LIGHT	147.140	96,4%	154.450	97,9%	1.504.322	96,3%	1.524.638	97,5%
HEAVY	5.444	3,6%	3.306	2,1%	58.293	3,7%	39.833	2,5%
TOTAL	152.584	100%	157.756	100%	1.562.615	100%	1.564.471	100%

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

Vehicle sales per thousand inhabitants*

Nominal GDP per capita (USD)

2022

9,6 17.409

2023

11,0 18.726

2024

12,1 19.445

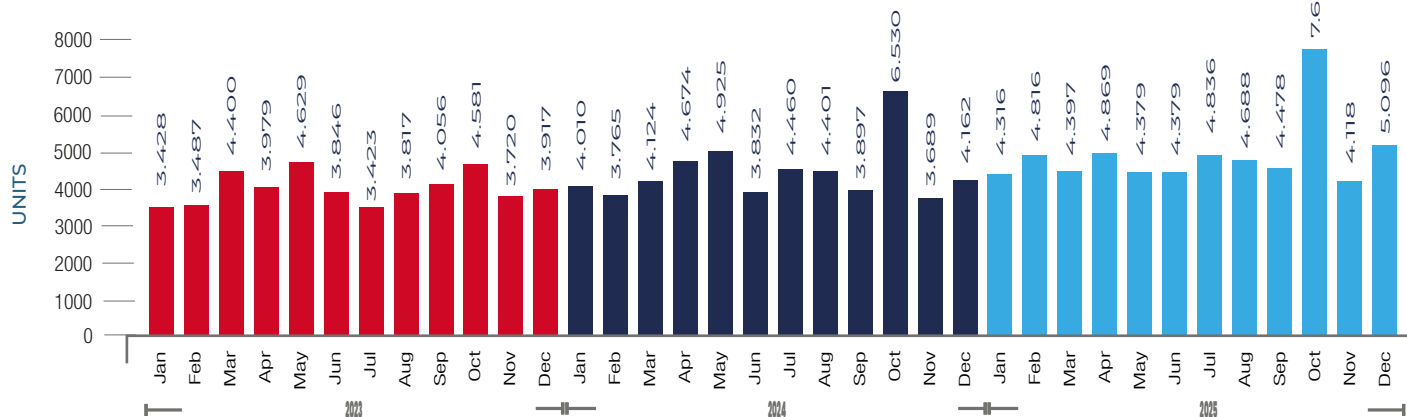
2025

13,2 19.802

* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

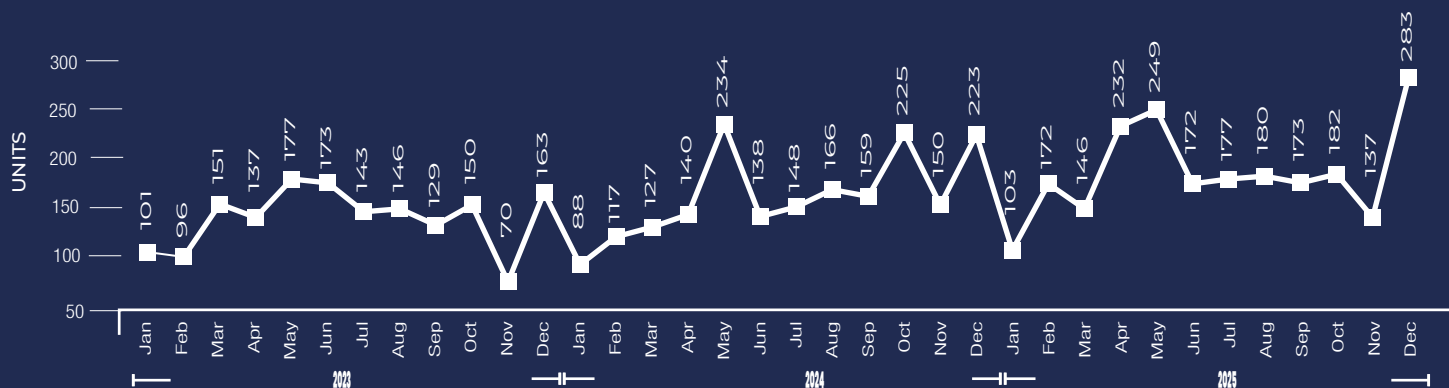
Light: Passenger cars, trucks, minivans, minibuses and SUV Heavy: camiones y omnibuses		Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
	TOYOTA	891	20,3%	1.049	19,5%	11.189	20,6%	11.507	19,1%
	KIA	530	12,1%	645	12,0%	7.457	13,7%	7.626	12,7%
	HYUNDAI	566	12,9%	563	10,5%	7.048	13,0%	6.985	11,6%
	GEELY	203	4,6%	280	5,2%	2.345	4,3%	3.138	5,2%
	SUZUKI	154	3,5%	230	4,3%	2.657	4,9%	3.094	5,1%
	MITSUBISHI	187	4,3%	197	3,7%	2.233	4,1%	2.185	3,6%
	NISSAN	193	4,4%	163	3,0%	2.417	4,4%	2.166	3,6%
	JETOUR	97	2,2%	132	2,5%	1.264	2,3%	1.999	3,3%
	CHANGAN	110	2,5%	214	4,0%	1.736	3,2%	1.854	3,1%
	ISUZU	165	3,8%	179	3,3%	1.584	2,9%	1.747	2,9%
	OTRAS	1.289	29,4%	1.727	32,1%	14.454	26,6%	17.932	29,8%
	TOTAL	4.385	100%	5.379	100%	54.384	100%	60.233	100%
	LIGHT	4.162	94,9%	5.096	94,7%	52.469	96,5%	58.027	96,3%
HEAVY	223	5,1%	283	5,3%	1.915	3,5%	2.206	3,7%	
TOTAL	4.385	100%	5.379	100%	54.384	100%	60.233	100%	

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



**** Heavy vehicles: trucks and buses



PARAGUAY

Regional Automotive Market

2021

2022

2023

2024

2025

● Vehicle sales
per thousand inhabitants*

4,3 5.433

4,4 5.598

4,1 5.685

4,3 5.869

5,7 6.799

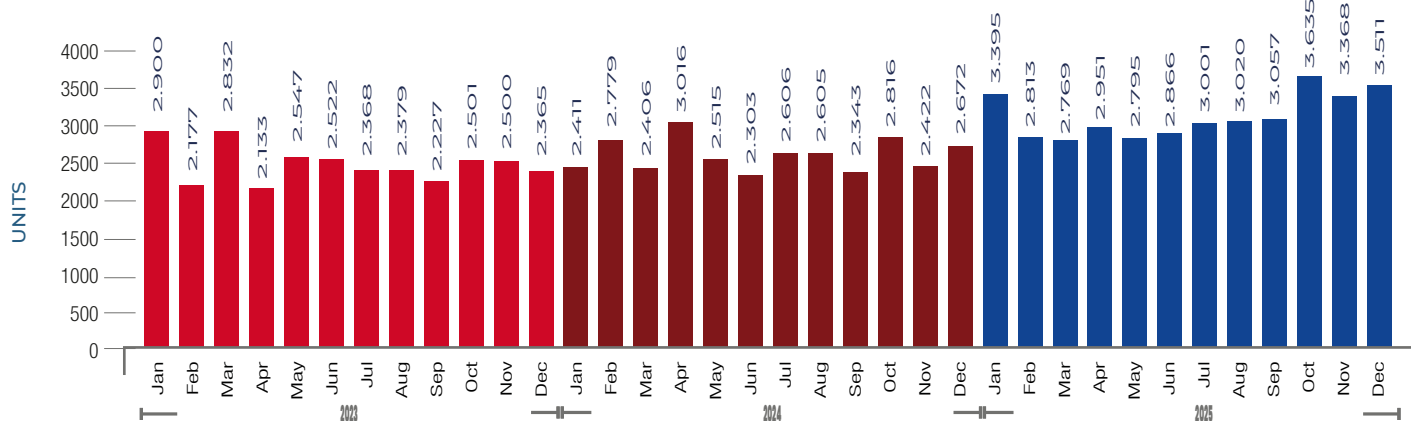
● Nominal GDP per capita (USD)

* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

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

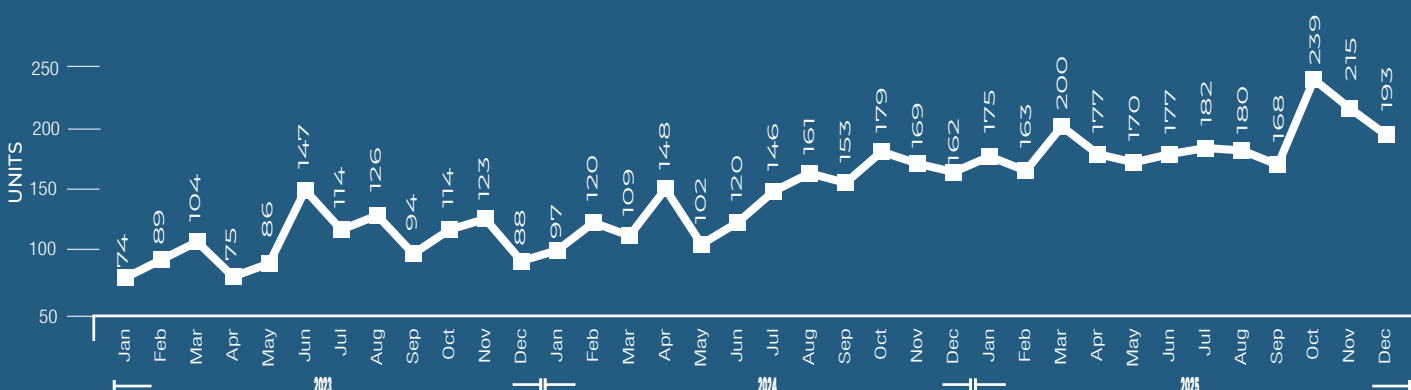
Brand	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	389	13,7%	430	11,6%	5.114	15,7%	5.757	14,6%
TOYOTA	394	13,9%	488	13,2%	4.750	14,6%	5.181	13,1%
HYUNDAI	341	12,0%	420	11,3%	3.730	11,5%	4.331	11,0%
CHEVROLET	347	12,2%	375	10,1%	3.985	12,2%	4.055	10,3%
FIAT	132	4,7%	222	6,0%	1.265	3,9%	2.265	5,7%
VOLKSWAGEN	148	5,2%	225	6,1%	1.888	5,8%	2.209	5,6%
NISSAN	136	4,8%	194	5,2%	1.826	5,6%	1.934	4,9%
SUZUKI	68	2,4%	162	4,4%	245	0,8%	1.551	3,9%
GEELY	85	3,0%	97	2,6%	964	3,0%	1.239	3,1%
FORD	60	2,1%	114	3,1%	705	2,2%	773	2,0%
OTRAS	734	25,9%	977	26,4%	8.088	24,8%	10.125	25,7%
TOTAL	2.834	100%	3.704	100%	32.560	100%	39.420	100%
LIGHT	2.672	94,3%	3.511	94,8%	30.894	94,9%	37.181	94,3%
HEAVY	162	5,7%	193	5,2%	1.666	5,1%	2.239	5,7%
TOTAL	2.834	100%	3.704	100%	32.560	100%	39.420	100%

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

● Vehicle sales
per thousand inhabitants*

● Nominal GDP per capita (USD)

2021

5,2 6.677

2022

5,2 7.159

2023

5,3 7.913

2024

5,0 8.316

2025

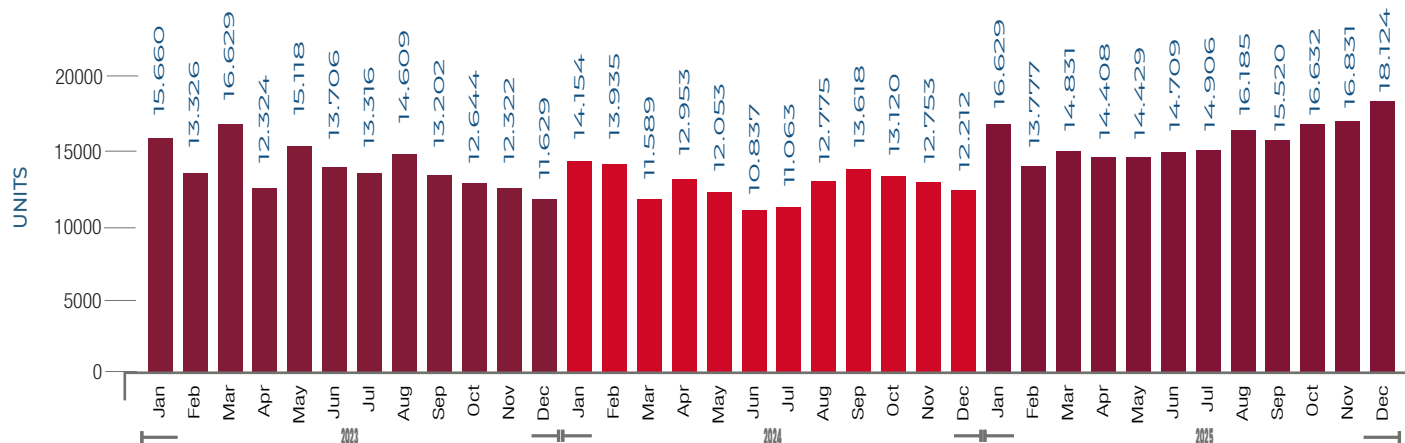
6,2 9.256

* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

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

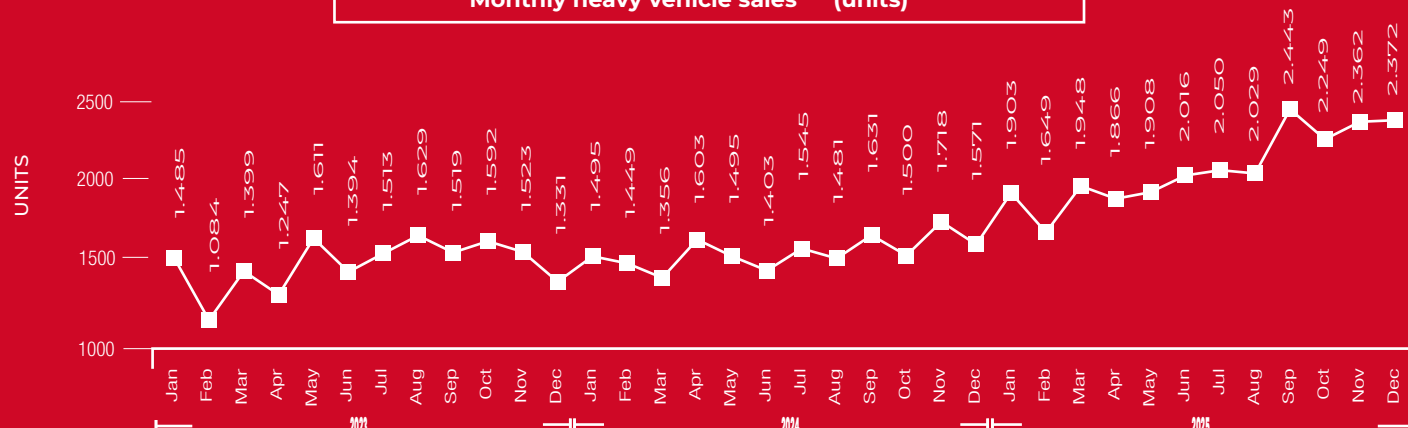
Brand	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.821	20,5%	3.685	18,0%	32.496	19,2%	38.387	18,1%
HYUNDAI	1.124	8,2%	1.730	8,4%	14.773	8,7%	17.663	8,3%
KIA	1.075	7,8%	1.721	8,4%	13.793	8,1%	17.508	8,3%
CHANGAN	627	4,5%	1.278	6,2%	8.273	4,9%	12.152	5,7%
CHEVROLET	686	5,0%	850	4,1%	8.738	5,2%	9.308	4,4%
JAC	488	3,5%	837	4,1%	5.678	3,4%	8.418	4,0%
DFSK	498	3,6%	694	3,4%	6.767	4,0%	7.399	3,5%
FORD	431	3,1%	773	3,8%	4.672	2,8%	7.354	3,5%
JETOUR	370	2,7%	667	3,3%	3.697	2,2%	6.687	3,2%
GEELY	229	1,7%	762	3,7%	2.954	1,7%	6.275	3,0%
OTRAS	5.434	39,4%	7.499	36,6%	67.468	39,8%	80.625	38,1%
TOTAL	13.783	100%	20.496	100%	169.309	100%	211.776	100%
LIGHT	12.212	88,6%	18.124	88,4%	151.062	89,2%	186.981	88,3%
HEAVY	1.571	11,4%	2.372	11,6%	18.247	10,8%	24.795	11,7%
TOTAL	13.783	100%	20.496	100%	169.309	100%	211.776	100%

Monthly light vehicle sales** (units)

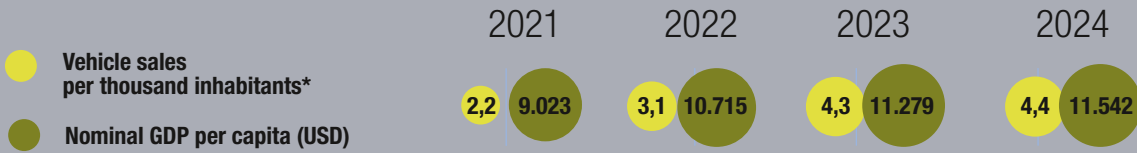


** Light vehicles: automobiles, pickups, SUV, VAN

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

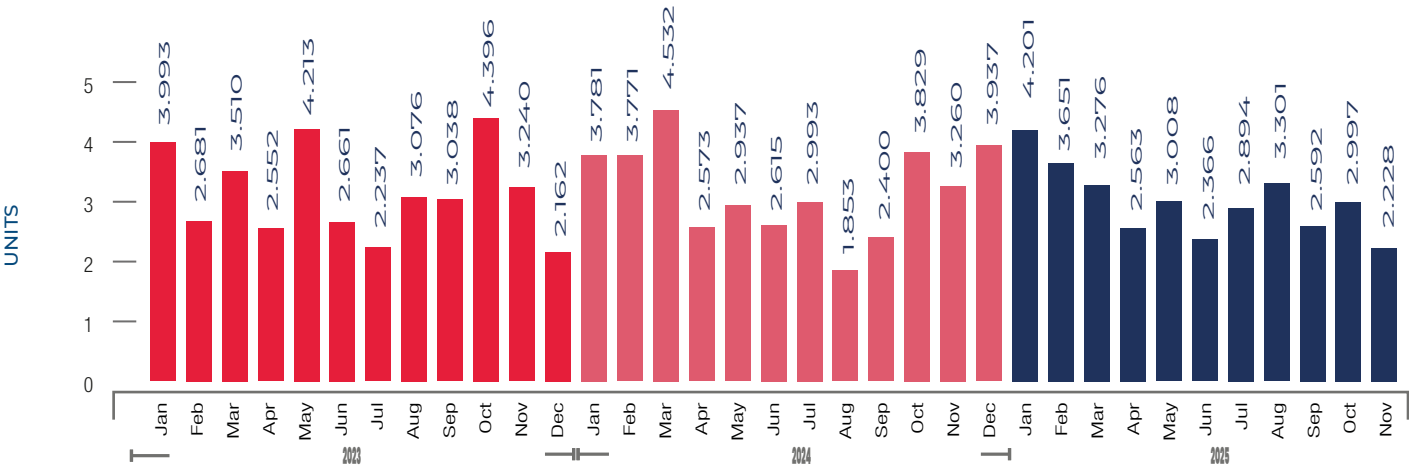


* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

Light: SUV, passenger cars, Pick up, VAN
Heavy: trucks and buses

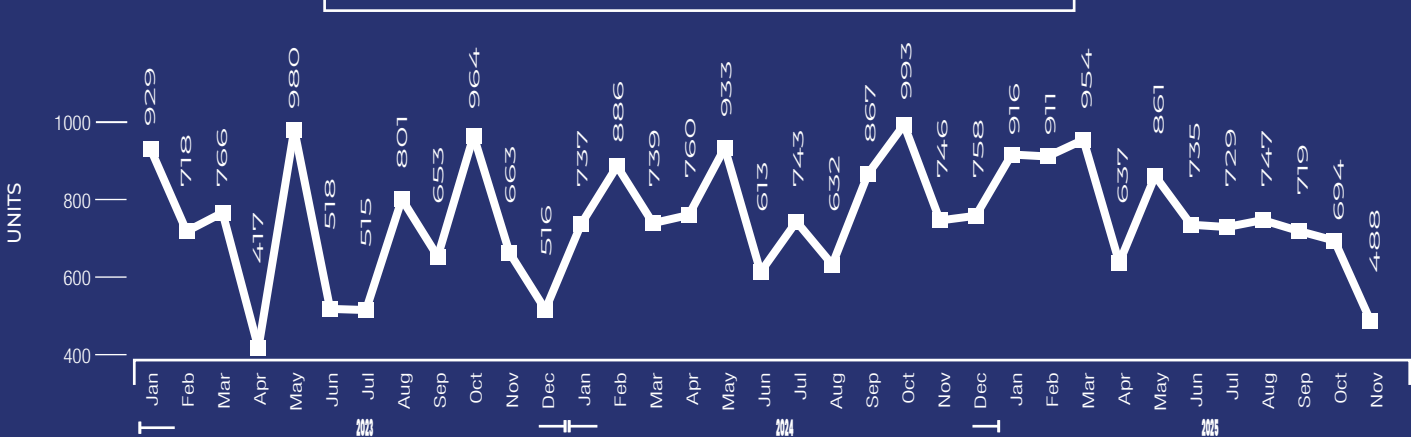
Brand	Sales by brand (November 2024)		Sales by brand (November 2025)		Accumulated sales by brand (January - November 2024)		Accumulated sales by brand (January - November 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	402	10,0%	118	4,3%	6.532	15,1%	5.994	14,5%
KIA	664	16,6%	301	11,1%	6.390	14,8%	5.761	13,9%
HYUNDAI	316	7,9%	175	6,4%	3.899	9,0%	3.712	9,0%
ISUZU	273	6,8%	283	10,4%	2.731	6,3%	3.544	8,5%
SUZUKI	279	7,0%	250	9,2%	1.908	4,4%	2.048	4,9%
CHEVROLET	226	5,6%	91	3,4%	2.405	5,6%	1.643	4,0%
NISSAN	296	7,4%	147	5,4%	2.389	5,5%	1.460	3,5%
CHANGAN	103	2,6%	185	6,8%	1.474	3,4%	1.450	3,5%
GEELY	114	2,8%	68	2,5%	817	1,9%	1.390	3,4%
mitsubishi fuso	83	2,1%	68	2,5%	1.079	2,5%	1.097	2,6%
OTRAS	1.250	31,2%	1.030	37,9%	13.569	31,4%	13.369	32,2%
TOTAL	4.006	100%	2.716	100%	43.193	100%	41.468	100%
LIVIANOS	3.260	81,4%	2.228	82,0%	34.544	80,0%	33.077	79,8%
PESADOS	746	18,6%	488	18,0%	8.649	20,0%	8.391	20,2%
TOTAL	4.006	100%	2.716	100%	43.193	100%	41.468	100%

Monthly light vehicle sales** (units)

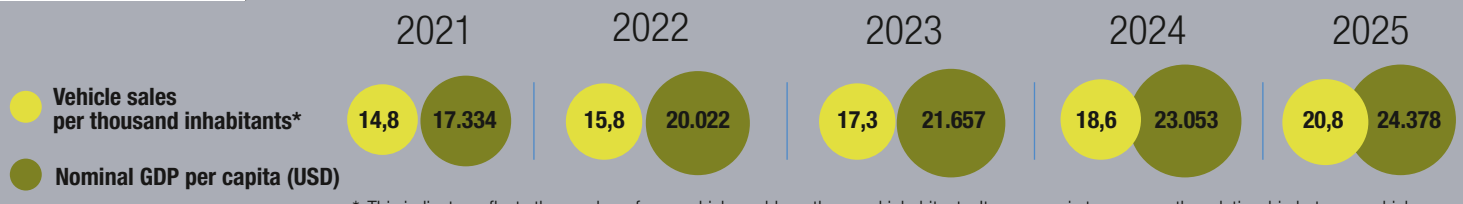


**Light vehicles: SUV, passenger cars, Pick up, VAN

Monthly heavy vehicle sales*** (units)



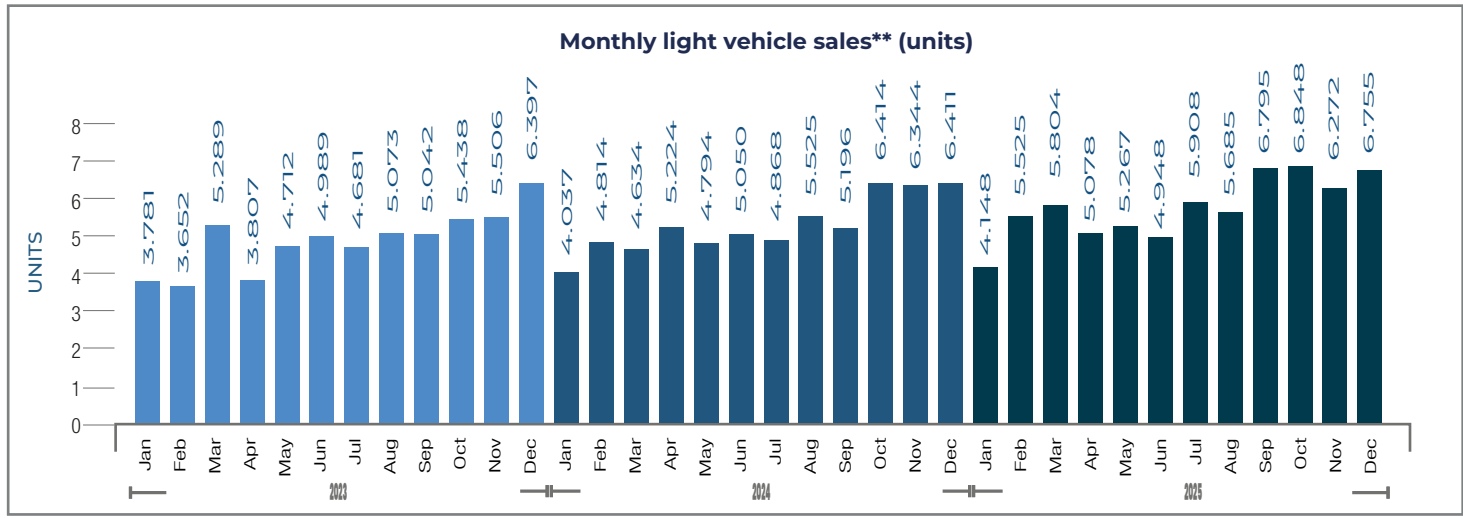
*** Heavy vehicles: trucks and buses



* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

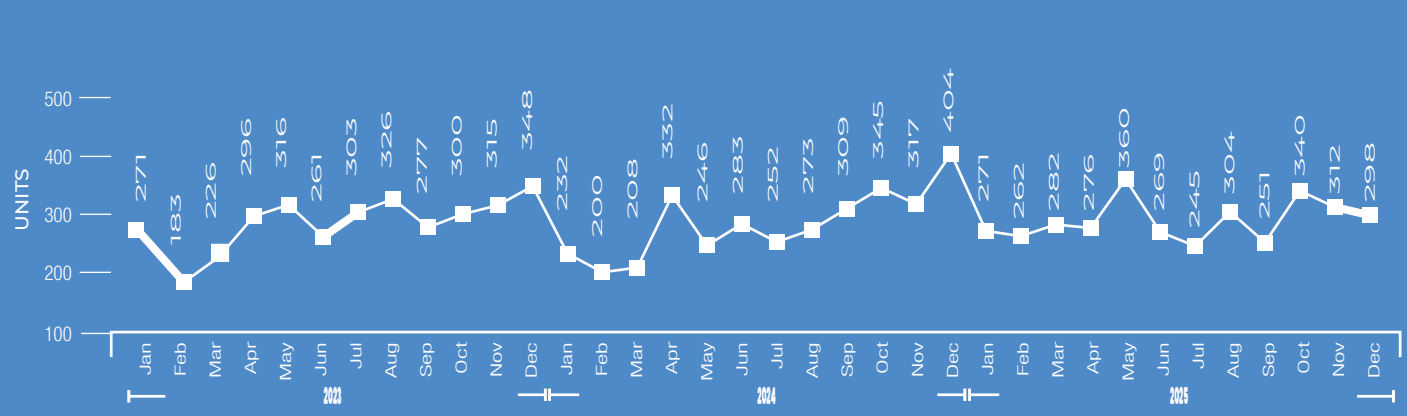
Light: Passenger cars, SUV, minibus and light utility cars
Heavy: Trucks and Omnibuses

Brand	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
FIAT	667	9,8%	610	8,6%	8.150	12,2%	9.192	12,7%
CHEVROLET	1.213	17,8%	1.144	16,2%	10.062	15,1%	7.855	10,8%
BYD	586	8,6%	400	5,7%	3.753	5,6%	7.375	10,2%
VOLKSWAGEN	638	9,4%	583	8,3%	6.130	9,2%	6.524	9,0%
RENAULT	585	8,6%	598	8,5%	5.315	8,0%	5.901	8,1%
SUZUKI	225	3,3%	502	7,1%	3.375	5,1%	4.521	6,2%
HYUNDAI	507	7,4%	336	4,8%	5.031	7,5%	4.295	5,9%
CHERY	133	2,0%	210	3,0%	1.044	1,6%	2.092	2,9%
CITROËN	207	3,0%	83	1,2%	3.109	4,7%	2.046	2,8%
DONGFENG	104	1,5%	279	4,0%	532	0,8%	1.879	2,6%
OTRAS	1.950	28,6%	2.308	32,7%	20.211	30,3%	20.823	28,7%
TOTAL	6.815	100%	7.053	100%	66.712	100%	72.503	100%
LIGHT	6.411	94,1%	6.755	95,8%	63.311	94,9%	69.033	95,2%
HEAVY	404	5,9%	298	4,2%	3.401	5,1%	3.470	4,8%
TOTAL	6.815	100%	7.053	100%	66.712	100%	72.503	100%



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks and buses

VENEZUELA

Regional Automotive Market

2021

2022

2023

2024

2025

Vehicle sales
per thousand inhabitants*

0,07 • 2.090

0,15 • 3.422

0,28 • 3.738

0,66 • 4.019

1,45 • 3.103

Nominal GDP per capita (USD)

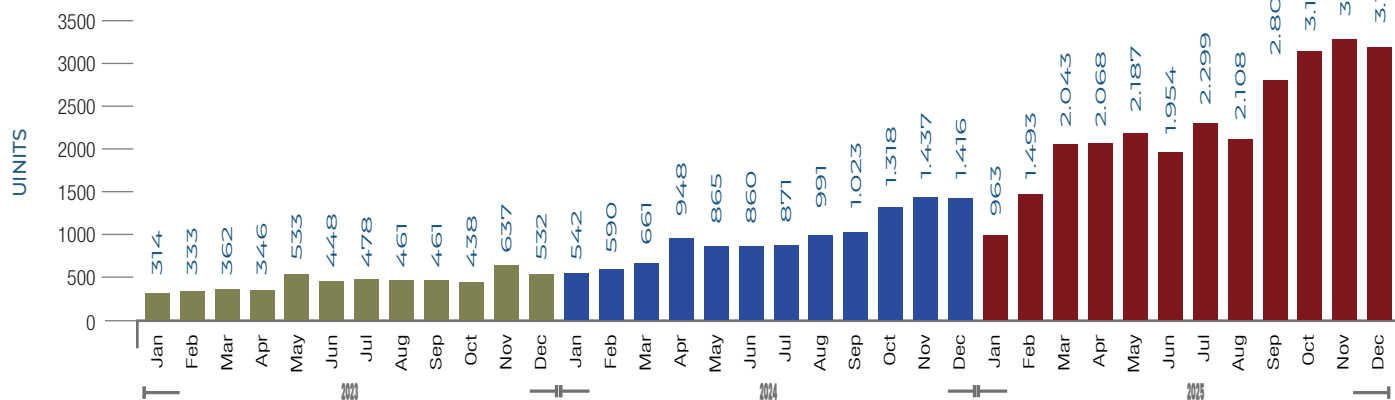
* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

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

	Sales by brand (December 2024)		Sales by brand (December 2025)		Accumulated sales by brand (January - December 2024)		Accumulated sales by brand (January - December 2025)	
Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
JAC	518	26,2%	2.295	51,4%	4.814	27,4%	15.777	40,9%
TOYOTA	785	39,7%	1.193	26,7%	7.114	40,5%	12.800	33,2%
CHANGAN	300	15,2%	288	6,5%	1.698	9,7%	2.500	6,5%
FIAT	101	5,1%	105	2,4%	843	4,8%	1.400	3,6%
FORD MOTOR	88	4,4%	100	2,2%	1.002	5,7%	1.197	3,1%
FOTON	47	2,4%	114	2,6%	678	3,9%	1.191	3,1%
MMC AUTOMOTRIZ	92	4,7%	71	1,6%	569	3,2%	1.180	3,1%
KIA	0	0,0%	66	1,5%	129	0,7%	651	1,7%
FCA	31	1,6%	66	1,5%	414	2,4%	650	1,7%
RENAULT	0	0,0%	60	1,3%	0	0,0%	478	1,2%
OTROS	16	0,8%	107	2,4%	297	1,7%	786	2,0%
TOTAL	1.978	100%	4.465	100%	17.558	100%	38.610	100%
PASSENGER	1.416	71,6%	3.185	71,3%	11.522	65,6%	27.532	71,3%
COMMERCIAL	562	28,4%	1.280	28,7%	6.036	34,4%	11.078	28,7%
TOTAL	1.978	100%	4.465	100%	17.558	100%	38.610	100%

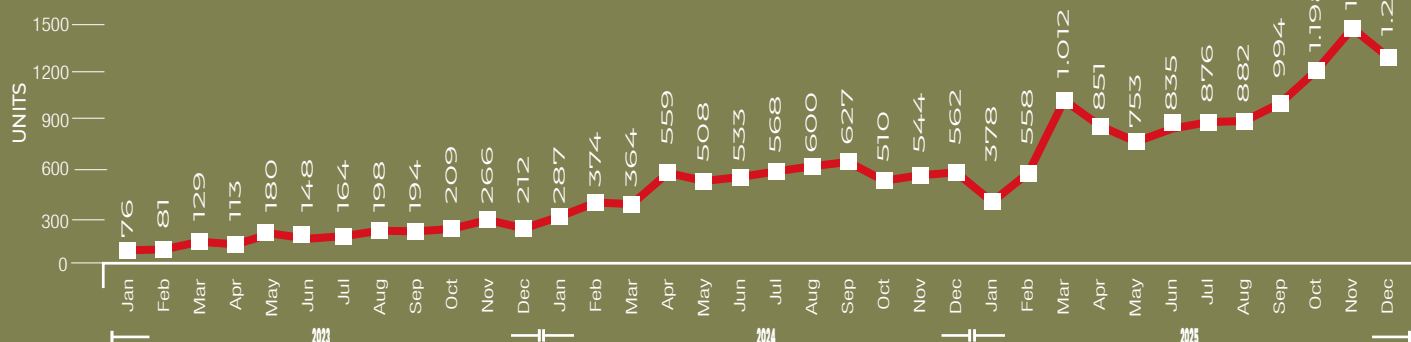
Note: In 2023 a methodological change was made to the information presented by Cavenex. The information is divided into passenger and commercial segments

Monthly passenger vehicle sales** (units)



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

Monthly commercial vehicle sales*** (units)



*** Heavy vehicles: trucks and buses



ALADDA

Asociación Latinoamericana de
Distribuidores de Automotores



In cooperation with:



Developed by:

AEADE 80 AÑOS

Contact us

+593 (2) 226 9052

aeade@aeade.net www.aeade.net



@AeadeEc



AEADE



@AEADE.EC