



# ALADDA

Asociación Latinoamericana de  
Distribuidores de Automotores

## Regional Automotive Market



Published on March, 2026

**Regional Market**  
by the end of February 2026

Distributed for



With the support **AEADE** 80 AÑOS

# Regional automotive market - Summary

In Feb 2026 in comparison with Feb 2025: increase in **3,8%** in sales.

## In February:

### Total Vehicles Sales

- Highest y-o-y growth: Peru (**52,4%**) and Colombia (**49,5%**)
- Highest y-o-y decrease: Dominican Republic (**16,2%**) and Argentina (**5,7%**)

### Light Vehicles Sales:



- Highest y-o-y growth: Peru (**52.1%**), Colombia (**39.1%**) and Ecuador (**35.4%**)
- Highest y-o-y decrease: Dominican Republic (**20.4%**), Costa Rica (**6.8%**), and Argentina (**6.0%**)

### Heavy Vehicles Sales:



- Highest y-o-y growth: Colombia (**161.9%**), Peru (**55.0%**) and Guatemala (**17.2%**)
- Highest y-o-y decrease: Mexico (**38.9%**), Brazil (**24.7%**) and Paraguay (**19.1%**)

Countries	February 2025	February 2026	Jan - feb 2025	Jan - feb 2026	% VAR feb 2026 -2025	% VAR jan - feb 2026 -2025
Brazil	184.931	185.150	356.115	355.680	0,1%	-0,1%
Mexico	122.370	120.608	247.185	254.460	-1,4%	2,9%
Argentina	44.566	42.026	114.086	108.106	-5,7%	-5,2%
Chile	22.164	23.295	49.534	49.603	5,1%	0,1%
Peru	15.426	23.512	33.958	46.581	52,4%	37,2%
Colombia	17.114	25.582	31.513	45.580	49,5%	44,6%
Ecuador	8.342	10.890	16.618	22.232	30,5%	33,8%
Uruguay	5.787	5.988	10.206	11.596	3,5%	13,6%
Guatemala	4.737	5.754	9.807	11.498	21,5%	17,2%
Costa Rica*	5.792	5.513	11.618	10.635	-4,8%	-8,5%
Panama	4.988	5.087	9.407	9.932	2,0%	5,6%
Dominican Rep.	4.558	3.821	9.679	7.113	-16,2%	-26,5%
Paraguay	2.976	3.265	6.546	6.479	9,7%	-1,0%

\*Imports

## 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

ALADDA  
Asociación Latinoamericana  
Distribuidores de Automóviles

Countries	2022	2023	2024	2025
Brazil	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	46.199	47.934	48.013
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
<b>Total</b>	<b>4.965.878</b>	<b>5.365.426</b>	<b>5.792.311</b>	<b>6.238.322</b>

\*Imports

(thousand units)

Country	February 2025	February 2026	Jan - feb 2025	Jan - feb 2026	Ratio (population / light vehicle sales)
	184,9	185,2	356,1	355,7	2024: 86 2025: 84 
	122,4	120,6	247,2	254,5	2024: 88 2025: 87 
	44,6	42,0	114,1	108,1	2024: 121 2025: 83 
	22,2	23,3	49,5	49,6	2024: 66 2025: 64 
	17,1	25,6	31,5	45,6	2024: 285 2025: 230 
	15,4	23,5	34,0	46,6	2024: 226 2025: 184 
	8,3	10,9	16,6	22,2	2024: 183 2025: 164 
* 	5,8	5,5	11,6	10,6	2024: 76 2025: 81 
	5,8	6,0	10,2	11,6	2024: 57 2025: 50 
	4,7	5,8	9,8	11,5	2024: 378 2025: 373 
	5,0	5,1	9,4	9,9	2024: 86 2025: 79 
	3,0	3,3	6,5	6,5	2024: 248 2025: 188 
	4,6	3,8	9,7	7,1	2024: 277 2025: 288 

\*Imports

\*Light vehicles: automobiles, pickups, SUV, VAN (thousand units)  
\*\* Heavy vehicles: trucks and buses

Country	*Light vehicle sales				**Heavy vehicle sales			
	Feb 2025	Feb 2026	Jan - feb 2025	Jan - feb 2026	Feb 2025	Feb 2026	Jan - feb 2025	Jan - feb 2026
	173,8	176,8	333,7	339,3	11,1	8,4	22,4	16,4
	118,6	118,3	239,6	250,1	3,8	2,3	7,6	4,4
	42,0	39,5	108,3	102,2	2,5	2,5	5,8	5,9
	21,2	22,4	47,5	47,9	0,9	0,9	2,1	1,7
	15,7	21,8	28,5	39,5	1,4	3,8	3,0	6,0
	13,8	21,0	30,4	41,6	1,6	2,6	3,6	5,0
	7,3	9,8	14,6	19,9	1,1	1,1	2,0	2,3
* 	5,2	4,9	10,4	9,3	0,6	0,7	1,2	1,4
	5,5	5,8	9,7	11,1	0,3	0,2	0,5	0,5
	3,7	4,5	7,6	8,9	1,1	1,3	2,2	2,6
	4,8	4,9	9,1	9,6	0,2	0,2	0,3	0,3
	2,8	3,1	6,2	6,1	0,2	0,1	0,3	0,3
	3,6	2,9	7,8	5,7	1,0	1,0	1,9	1,4

\*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)

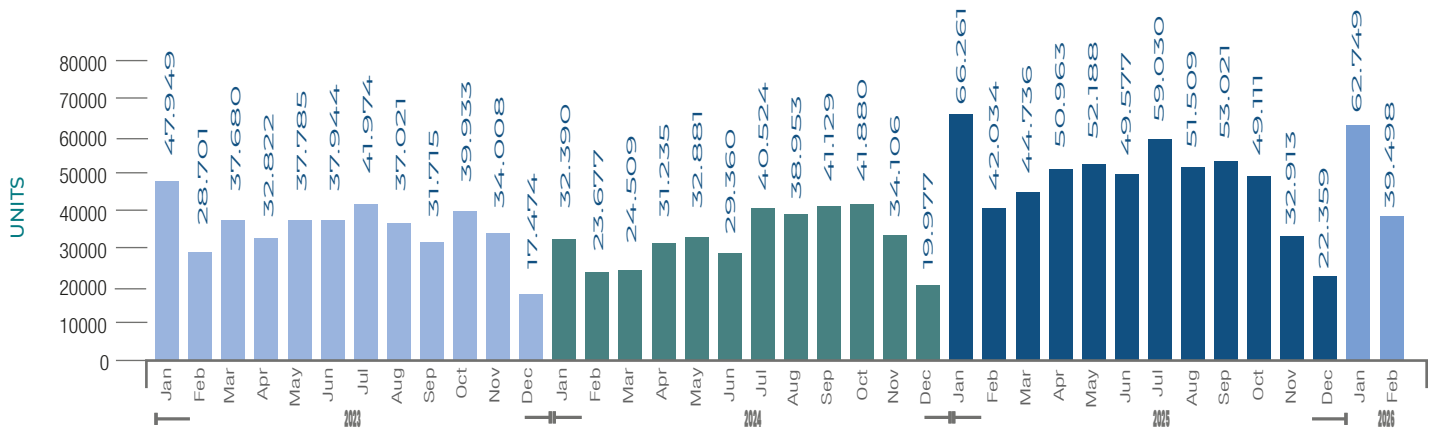
Source: FMI

\* 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

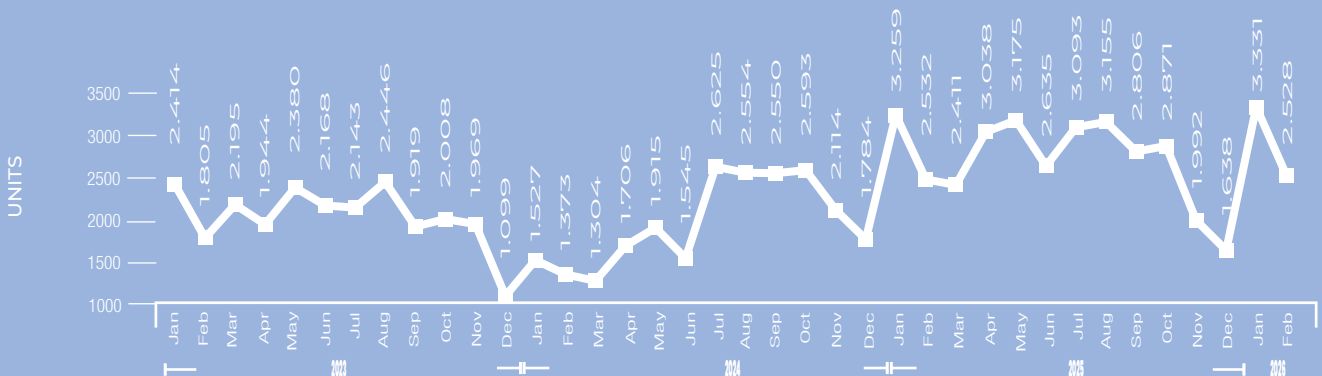
Brand	Sales by brand (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
<b>VOLKSWAGEN</b>	7.679	17,2%	6.042	14,4%	19.534	17,1%	15.985	14,8%
<b>FIAT</b>	6.231	14,0%	5.127	12,2%	15.615	13,7%	13.578	12,6%
<b>TOYOTA</b>	6.823	15,3%	4.991	11,9%	17.296	15,2%	12.500	11,6%
<b>FORD</b>	2.413	5,4%	3.763	9,0%	7.887	6,9%	10.538	9,7%
<b>PEUGEOT</b>	4.427	9,9%	3.333	7,9%	12.694	11,1%	8.615	8,0%
<b>CHEVROLET</b>	2.928	6,6%	3.225	7,7%	6.684	5,9%	8.329	7,7%
<b>RENAULT</b>	4.462	10,0%	3.174	7,6%	10.724	9,4%	7.792	7,2%
<b>CITROEN</b>	2.117	4,8%	1.487	3,5%	5.230	4,6%	4.220	3,9%
<b>MERCEDES BENZ</b>	1.151	2,6%	1.319	3,1%	2.860	2,5%	3.544	3,3%
<b>NISSAN</b>	1.047	2,3%	1.281	3,0%	2.471	2,2%	2.878	2,7%
<b>OTHERS</b>	5.288	11,9%	8.284	19,7%	13.091	11,5%	20.127	18,6%
<b>TOTAL</b>	<b>44.566</b>	<b>100%</b>	<b>42.026</b>	<b>100%</b>	<b>114.086</b>	<b>100%</b>	<b>108.106</b>	<b>100%</b>
<b>LIGHT</b>	<b>42.034</b>	<b>94,3%</b>	<b>39.498</b>	<b>94,0%</b>	<b>108.295</b>	<b>94,9%</b>	<b>102.247</b>	<b>94,6%</b>
<b>HEAVY</b>	<b>2.532</b>	<b>5,7%</b>	<b>2.528</b>	<b>6,0%</b>	<b>5.791</b>	<b>5,1%</b>	<b>5.859</b>	<b>5,4%</b>
<b>TOTAL</b>	<b>44.566</b>	<b>100%</b>	<b>42.026</b>	<b>100%</b>	<b>114.086</b>	<b>100%</b>	<b>108.106</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)



\*\* Light vehicles: Passenger cars and light commercial vehicles

Monthly heavy vehicle sales\*\*\* (units)



\*\*\* Heavy vehicles: Heavy commercial vehicles

Source: ACARA





# 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)

Source: FMI

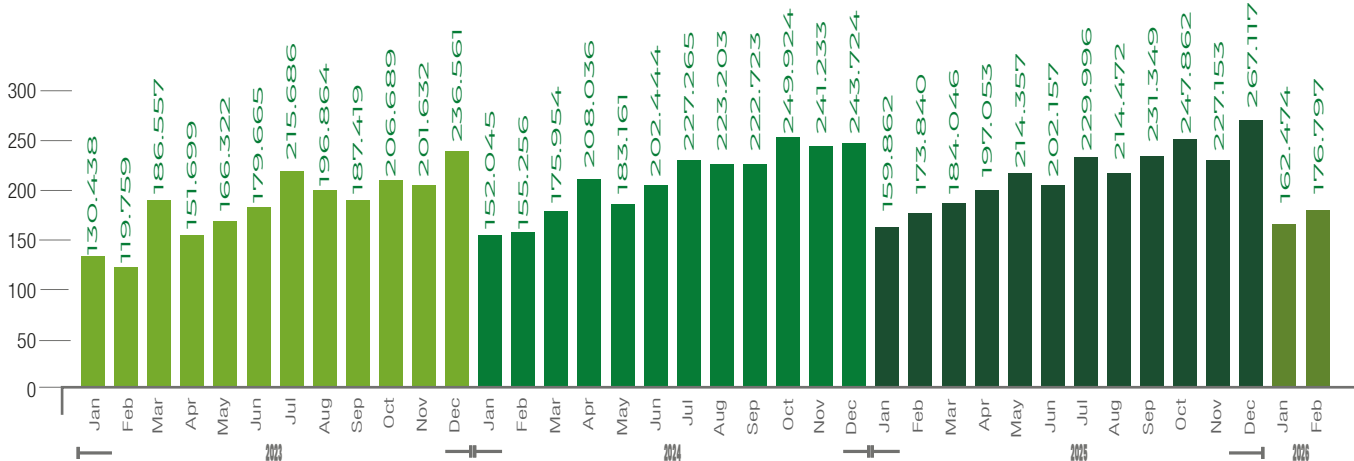
\* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

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

Brand	Sales by brand (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2024)		Accumulated sales by brand (January - February 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
FIAT	37.357	20,2%	39.670	21,4%	71.705	20,1%	73.930	20,8%
VOLKSWAGEN	27.422	14,8%	29.108	15,7%	48.545	13,6%	54.845	15,4%
GENERAL MOTORS	15.993	8,6%	16.874	9,1%	35.641	10,0%	33.037	9,3%
HYUNDAI	11.813	6,4%	12.140	6,6%	21.750	6,1%	22.346	6,3%
BYD	7.035	3,8%	11.452	6,2%	13.681	3,8%	21.251	6,0%
TOYOTA	15.892	8,6%	10.469	5,7%	27.468	7,7%	20.024	5,6%
RENAULT	10.118	5,5%	9.601	5,2%	18.333	5,1%	17.387	4,9%
JEEP	9.172	5,0%	8.236	4,4%	18.403	5,2%	17.129	4,8%
HONDA	8.315	4,5%	7.574	4,1%	15.717	4,4%	14.295	4,0%
NISSAN	5.914	3,2%	4.955	2,7%	12.452	3,5%	9.514	2,7%
OTHERS	35.900	19,4%	35.071	18,9%	72.420	20,3%	71.922	20,2%
<b>TOTAL</b>	<b>184.931</b>	<b>100%</b>	<b>185.150</b>	<b>100%</b>	<b>356.115</b>	<b>100%</b>	<b>355.680</b>	<b>100%</b>
<b>LIGHT</b>	<b>173.840</b>	<b>94,0%</b>	<b>176.797</b>	<b>95,5%</b>	<b>333.702</b>	<b>93,7%</b>	<b>339.271</b>	<b>95,4%</b>
<b>HEAVY</b>	<b>11.091</b>	<b>6,0%</b>	<b>8.353</b>	<b>4,5%</b>	<b>22.413</b>	<b>6,3%</b>	<b>16.409</b>	<b>4,6%</b>
<b>TOTAL</b>	<b>184.931</b>	<b>100%</b>	<b>185.150</b>	<b>100%</b>	<b>356.115</b>	<b>100%</b>	<b>355.680</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)

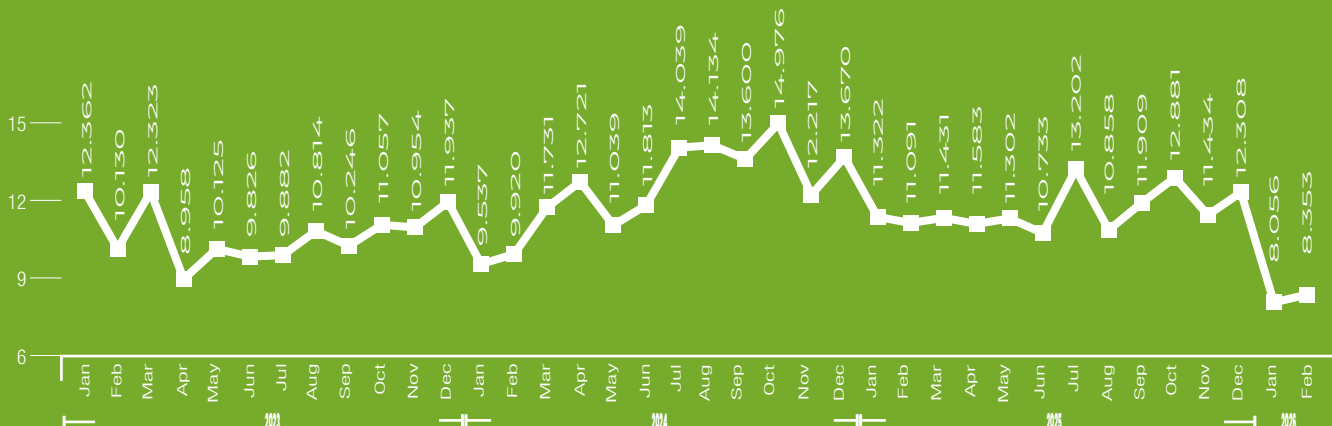
UNITS



\*\*Light vehicles: Passenger cars and light commercial vehicles

Monthly heavy vehicle sales\*\*\* (units)

UNITS



\*\*\* Heavy vehicles: trucks and buses

# CHILE

## Regional Automotive Market

2021                      2022                      2023                      2024                      2025

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

Source: FMI

\* 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 (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
SUZUKI	1.790	8,1%	1.632	7,0%	3.736	7,5%	3.828	7,7%
TOYOTA	1.759	7,9%	1.750	7,5%	3.601	7,3%	3.686	7,4%
HYUNDAI	1.345	6,1%	1.575	6,8%	3.034	6,1%	3.127	6,3%
KIA	1.342	6,1%	1.442	6,2%	3.180	6,4%	3.026	6,1%
GREAT WALL	932	4,2%	1.293	5,6%	1.965	4,0%	2.834	5,7%
CHEVROLET	1.357	6,1%	1.271	5,5%	3.179	6,4%	2.661	5,4%
FORD	950	4,3%	1.058	4,5%	2.343	4,7%	2.369	4,8%
CHANGAN	828	3,7%	989	4,2%	1.879	3,8%	2.277	4,6%
MITSUBISHI	924	4,2%	894	3,8%	2.373	4,8%	2.066	4,2%
PEUGEOT	1.156	5,2%	1.064	4,6%	2.565	5,2%	1.970	4,0%
OTHERS	9.781	44,1%	10.327	44,3%	21.679	43,8%	21.759	43,9%
<b>TOTAL</b>	<b>22.164</b>	<b>100%</b>	<b>23.295</b>	<b>100%</b>	<b>49.534</b>	<b>100%</b>	<b>49.603</b>	<b>100%</b>
LIGHT	21.242	95,8%	22.432	96,3%	47.460	95,8%	47.880	96,5%
HEAVY	922	4,2%	863	3,7%	2.074	4,2%	1.723	3,5%
<b>TOTAL</b>	<b>22.164</b>	<b>100%</b>	<b>23.295</b>	<b>100%</b>	<b>49.534</b>	<b>100%</b>	<b>49.603</b>	<b>100%</b>

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

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

### Monthly light vehicle sales\*\* (units)

Month	Units
Jan 2023	27.626
Feb 2023	25.909
Mar 2023	37.544
Apr 2023	19.883
May 2023	26.149
Jun 2023	23.238
Jul 2023	24.157
Aug 2023	29.119
Sep 2023	26.813
Oct 2023	25.526
Nov 2023	26.199
Dec 2023	27.405
Jan 2024	25.416
Feb 2024	22.758
Mar 2024	23.933
Apr 2024	25.921
May 2024	23.251
Jun 2024	22.646
Jul 2024	25.606
Aug 2024	28.606
Sep 2024	25.970
Oct 2024	28.130
Nov 2024	25.364
Dec 2024	28.445
Jan 2025	26.218
Feb 2025	21.242
Mar 2025	24.348
Apr 2025	26.622
May 2025	24.722
Jun 2025	24.778
Jul 2025	27.054
Aug 2025	27.685
Sep 2025	32.270
Oct 2025	23.661
Nov 2025	25.787
Dec 2025	29.257
Jan 2026	25.448
Feb 2026	22.432

\*\*Light vehicles: Passenger cars, pick up, commercial cars and SUV

### Monthly heavy vehicle sales\*\*\* (units)

Month	Units
Jan 2023	1.225
Feb 2023	945
Mar 2023	1.053
Apr 2023	930
May 2023	1.250
Jun 2023	1.055
Jul 2023	1.050
Aug 2023	925
Sep 2023	1.055
Oct 2023	1.204
Nov 2023	1.151
Dec 2023	1.225
Jan 2024	996
Feb 2024	922
Mar 2024	824
Apr 2024	1.044
May 2024	944
Jun 2024	910
Jul 2024	1.130
Aug 2024	939
Sep 2024	1.151
Oct 2024	1.267
Nov 2024	1.104
Dec 2024	1.335
Jan 2025	1.152
Feb 2025	922
Mar 2025	1.013
Apr 2025	1.114
May 2025	998
Jun 2025	1.012
Jul 2025	1.032
Aug 2025	789
Sep 2025	1.251
Oct 2025	1.443
Nov 2025	1.426
Dec 2025	2.422
Jan 2026	860
Feb 2026	863

Source: CAVEM

\*\*\* Heavy vehicles: trucks

Vehículos inscritos del Servicio de Registro Civil e Identificación      **CAVEM** Cámara de Comercio Automotriz de Chile (CAVEM)      **Cámara de Comercio Automotriz de Chile (CAVEM)**



# COLOMBIA

## Regional Automotive Market

2021

2022

2023

2024

2025

Vehicle sales per thousand inhabitants\*

4,9 6.239

5,1 6.658

3,6 6.963

3,8 7.917

4,8 8.249

Nominal GDP per capita (USD)

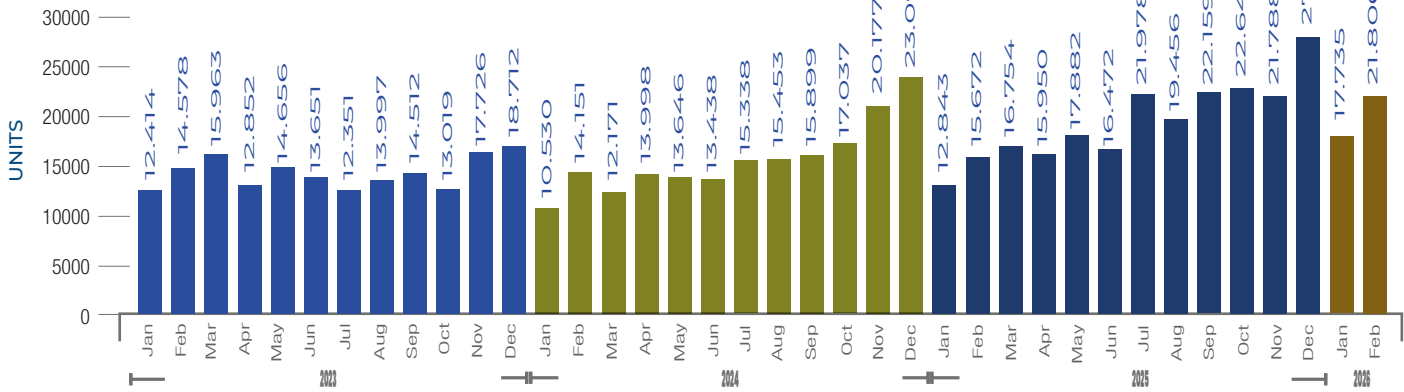
Source: FMI

\* 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

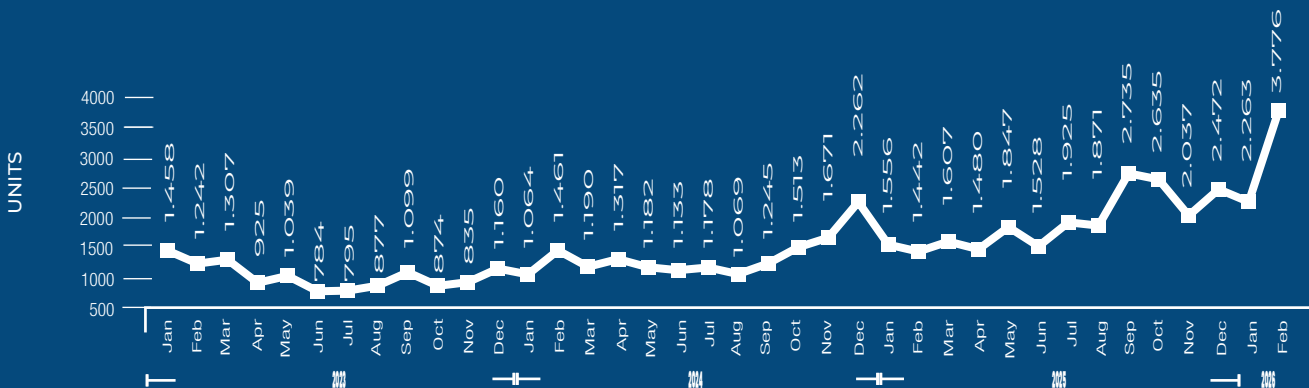
Brand	Sales by brand (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	2.515	14,7%	3.733	14,6%	4.335	13,8%	6.701	14,7%
RENAULT	2.314	13,5%	2.453	9,6%	4.546	14,4%	5.052	11,1%
TOYOTA	1.788	10,4%	2.250	8,8%	3.187	10,1%	3.835	8,4%
CHEVROLET	1.391	8,1%	2.302	9,0%	2.683	8,5%	3.738	8,2%
MAZDA	1.792	10,5%	1.953	7,6%	3.046	9,7%	3.576	7,8%
NISSAN	892	5,2%	1.281	5,0%	1.801	5,7%	2.175	4,8%
SUZUKI	812	4,7%	994	3,9%	1.362	4,3%	2.168	4,8%
BYD	482	2,8%	1.142	4,5%	1.003	3,2%	1.954	4,3%
HYUNDAI	757	4,4%	1.006	3,9%	1.372	4,4%	1.776	3,9%
VOLKSWAGEN	653	3,8%	919	3,6%	1.219	3,9%	1.702	3,7%
OTHERS	3.718	21,7%	7.549	29,5%	6.959	22,1%	12.903	28,3%
<b>TOTAL</b>	<b>17.114</b>	<b>100%</b>	<b>25.582</b>	<b>100%</b>	<b>31.513</b>	<b>100%</b>	<b>45.580</b>	<b>100%</b>
<b>LIGHT</b>	<b>15.672</b>	<b>91,6%</b>	<b>21.806</b>	<b>85,2%</b>	<b>28.515</b>	<b>90,5%</b>	<b>39.541</b>	<b>86,8%</b>
<b>HEAVY</b>	<b>1.442</b>	<b>8,4%</b>	<b>3.776</b>	<b>14,8%</b>	<b>2.998</b>	<b>9,5%</b>	<b>6.039</b>	<b>13,2%</b>
<b>TOTAL</b>	<b>17.114</b>	<b>100%</b>	<b>25.582</b>	<b>100%</b>	<b>31.513</b>	<b>100%</b>	<b>45.580</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)



\*\* Light vehicles: SUV, passenger cars, pick up, taxi, minibus, quadricycle, VAN and ambulance

Monthly heavy vehicle sales\*\*\* (units)



Source: ANDEMOS

\*\*\* Heavy vehicles: Trucks >10.5 t, trucks <10.5 t, tractor trucks, dump trucks and buses



# 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)

Source: FMI

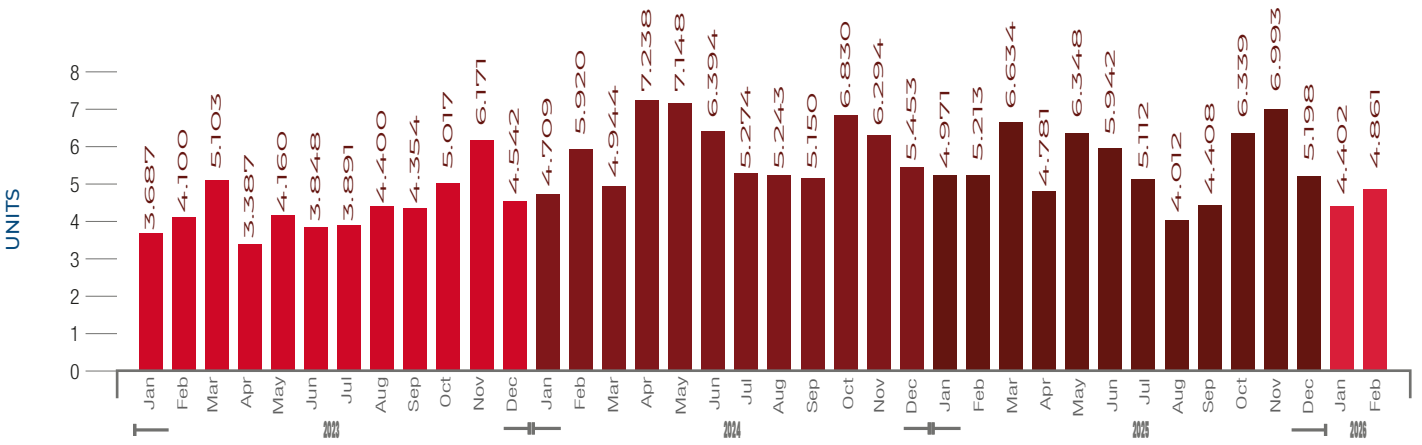
\* This indicator reflects the number of new vehicles imported per thousand inhabitants. Its purpose is to measure the relationship between vehicle imports volume—including light and heavy vehicles—and the size of the population.

Light: Panel, Pickup trucks, Sedans, SUVs, Hatchbacks  
Heavy: Buses, Trucks, Minibuses

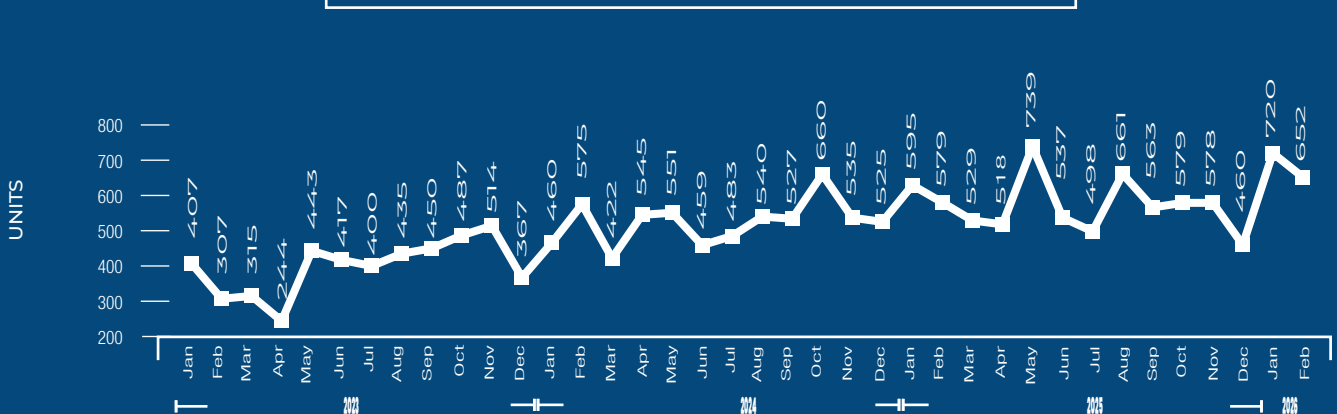
Imports data

Brand	Imports by brand (February 2025)		Imports by brand (February 2026)		Accumulated imports by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	1.344	23,2%	766	13,9%	2.557	22,0%	1.851	17,4%
NISSAN	588	10,2%	409	7,4%	870	7,5%	839	7,9%
SUZUKI	377	6,5%	415	7,5%	785	6,8%	805	7,6%
GEELY	215	3,7%	359	6,5%	456	3,9%	685	6,4%
MITSUBISHI	301	5,2%	287	5,2%	528	4,5%	541	5,1%
CHERY	150	2,6%	251	4,6%	419	3,6%	474	4,5%
HYUNDAI	400	6,9%	215	3,9%	649	5,6%	426	4,0%
BYD	345	6,0%	354	6,4%	1.067	9,2%	419	3,9%
KIA	135	2,3%	173	3,1%	352	3,0%	359	3,4%
ISUZU	164	2,8%	213	3,9%	303	2,6%	346	3,3%
OTHERS	1.773	30,6%	2.071	37,6%	3.632	31,3%	3.890	36,6%
<b>TOTAL</b>	<b>5.792</b>	<b>100%</b>	<b>5.513</b>	<b>100%</b>	<b>11.618</b>	<b>100%</b>	<b>10.635</b>	<b>100%</b>
<b>LIGHT</b>	<b>5.213</b>	<b>90,0%</b>	<b>4.861</b>	<b>88,2%</b>	<b>10.412</b>	<b>89,6%</b>	<b>9.263</b>	<b>87,1%</b>
<b>HEAVY</b>	<b>579</b>	<b>10,0%</b>	<b>652</b>	<b>11,8%</b>	<b>1.206</b>	<b>10,4%</b>	<b>1.372</b>	<b>12,9%</b>
<b>TOTAL</b>	<b>5.792</b>	<b>100%</b>	<b>5.513</b>	<b>100%</b>	<b>11.618</b>	<b>100%</b>	<b>10.635</b>	<b>100%</b>

### Monthly light vehicle imports (units)



### Monthly heavy vehicle imports (units)



Source: AIVEMA

\*\*Light vehicles: Panel, Pickup trucks, Sedans, SUV, Hatchbacks

\*\*\* Heavy vehicles: Buses, Trucks, Minibuses



# ECUADOR

## Regional Automotive Market

2021

2022

2023

2024

2025

● Vehicle sales per thousand inhabitants\*

6,5 5.979

7,5 6.389

7,3 6.663

6,0 6.758

6,9 7.210

● Nominal GDP per capita (USD)

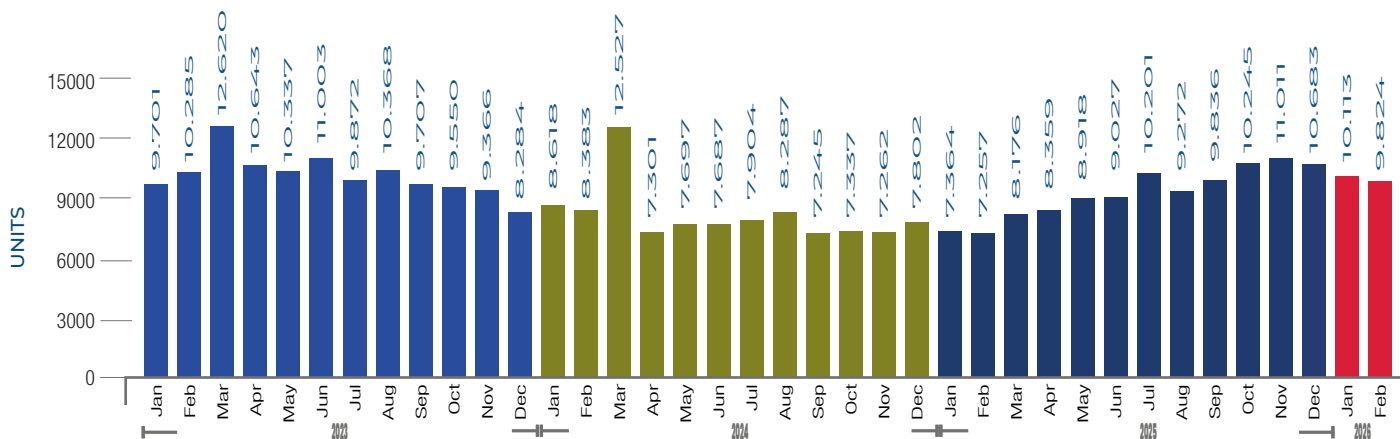
Source: FMI

\* 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, pick up and vans  
Heavy: Trucks and buses

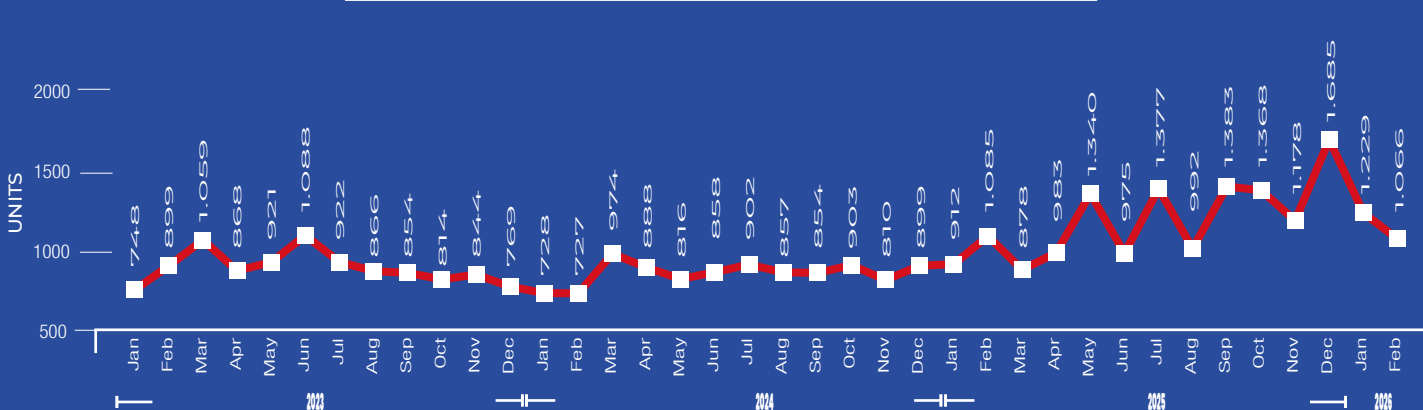
Brand	Sales by brand (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
<b>KIA</b>	1.345	16,1%	1.770	16,3%	2.646	15,9%	3.525	15,9%
<b>CHEVROLET</b>	1.138	13,6%	1.317	12,1%	2.510	15,1%	2.802	12,6%
<b>HYUNDAI</b>	523	6,3%	644	5,9%	1.053	6,3%	1.330	6,0%
<b>GWM</b>	376	4,5%	645	5,9%	695	4,2%	1.229	5,5%
<b>CHERY</b>	389	4,7%	600	5,5%	833	5,0%	1.189	5,3%
<b>TOYOTA</b>	455	5,5%	530	4,9%	914	5,5%	1.069	4,8%
<b>JAC</b>	267	3,2%	375	3,4%	474	2,9%	772	3,5%
<b>DONGFENG</b>	223	2,7%	343	3,1%	398	2,4%	762	3,4%
<b>BYD</b>	136	1,6%	348	3,2%	290	1,7%	699	3,1%
<b>SINOTRUK</b>	231	2,8%	350	3,2%	379	2,3%	674	3,0%
<b>OTHERS</b>	3.259	39,1%	3.968	36,4%	6.426	38,7%	8.181	36,8%
<b>TOTAL</b>	<b>8.342</b>	<b>100%</b>	<b>10.890</b>	<b>100%</b>	<b>16.618</b>	<b>100%</b>	<b>22.232</b>	<b>100%</b>
<b>LIGHT</b>	<b>7.257</b>	<b>87,0%</b>	<b>9.824</b>	<b>90,2%</b>	<b>14.621</b>	<b>88,0%</b>	<b>19.937</b>	<b>89,7%</b>
<b>HEAVY</b>	<b>1.085</b>	<b>13,0%</b>	<b>1.066</b>	<b>9,8%</b>	<b>1.997</b>	<b>12,0%</b>	<b>2.295</b>	<b>10,3%</b>
<b>TOTAL</b>	<b>8.342</b>	<b>100%</b>	<b>10.890</b>	<b>100%</b>	<b>16.618</b>	<b>100%</b>	<b>22.232</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)



\*\*Light vehicles: Passenger cars, SUV, pick up and vans

Monthly heavy vehicle sales\*\*\* (units)



\*\*\* Heavy vehicles: trucks and buses



# GUATEMALA

## Regional Automotive Market

2022                      2023                      2024                      2025



Source: FMI

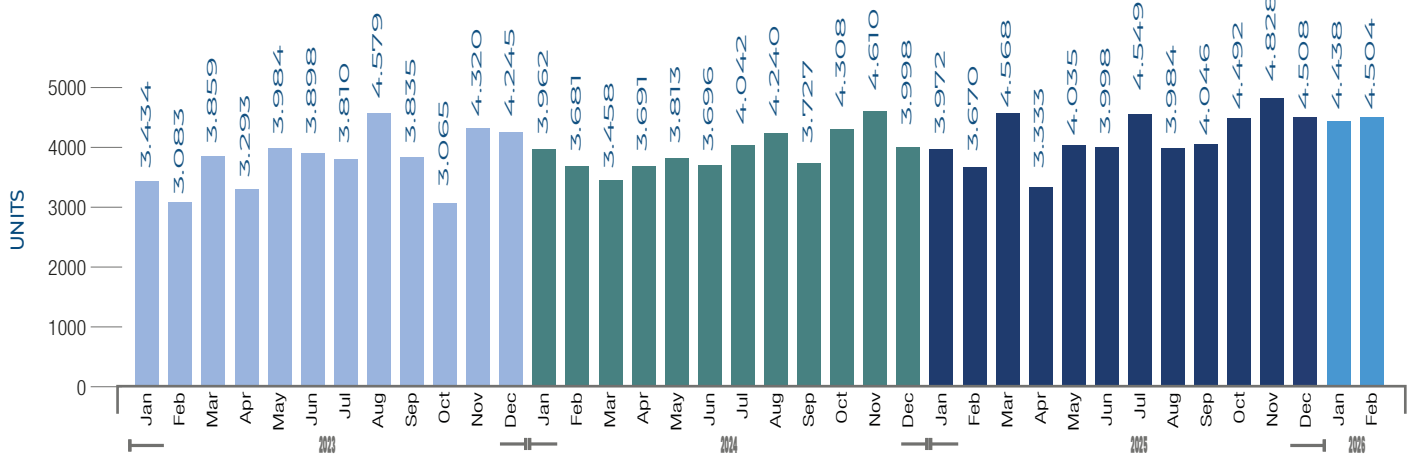
\* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

Light: Hatchback, Minivan (up to 8 passengers), Sedan, Pickup truck, Panel van, Minibus (up to 20 passengers), Sport coupe, SUV  
 Heavy: Truck, Bus (21 passengers or more), Garbage compactor truck, Dump truck, Tractor unit, Tank truck, Fire truck, Concrete mixer truck

Brand	Sales by brand (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2024)		Accumulated sales by brand (January - February 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	1.209	25,5%	1.506	26,2%	2.621	26,7%	3.007	26,2%
ISUZU	396	8,4%	487	8,5%	754	7,7%	1.113	9,7%
SUZUKI	273	5,8%	399	6,9%	478	4,9%	752	6,5%
JAC	275	5,8%	358	6,2%	562	5,7%	731	6,4%
MITSUBISHI	318	6,7%	349	6,1%	646	6,6%	689	6,0%
KIA	310	6,5%	331	5,8%	662	6,8%	661	5,7%
CHANGAN	226	4,8%	324	5,6%	456	4,6%	575	5,0%
FOTON	141	3,0%	256	4,4%	335	3,4%	517	4,5%
HINO	249	5,3%	260	4,5%	505	5,1%	507	4,4%
NISSAN	165	3,5%	157	2,7%	330	3,4%	326	2,8%
OTRAS	1.175	24,8%	1.327	23,1%	2.458	25,1%	2.620	22,8%
<b>TOTAL</b>	<b>4.737</b>	<b>100%</b>	<b>5.754</b>	<b>100%</b>	<b>9.807</b>	<b>100%</b>	<b>11.498</b>	<b>100%</b>
<b>LIGHT</b>	<b>3.670</b>	<b>77,5%</b>	<b>4.504</b>	<b>78,3%</b>	<b>7.642</b>	<b>77,9%</b>	<b>8.942</b>	<b>77,8%</b>
<b>HEAVY</b>	<b>1.067</b>	<b>22,5%</b>	<b>1.250</b>	<b>21,7%</b>	<b>2.165</b>	<b>22,1%</b>	<b>2.556</b>	<b>22,2%</b>
<b>TOTAL</b>	<b>4.737</b>	<b>100%</b>	<b>5.754</b>	<b>100%</b>	<b>9.807</b>	<b>100%</b>	<b>11.498</b>	<b>100%</b>

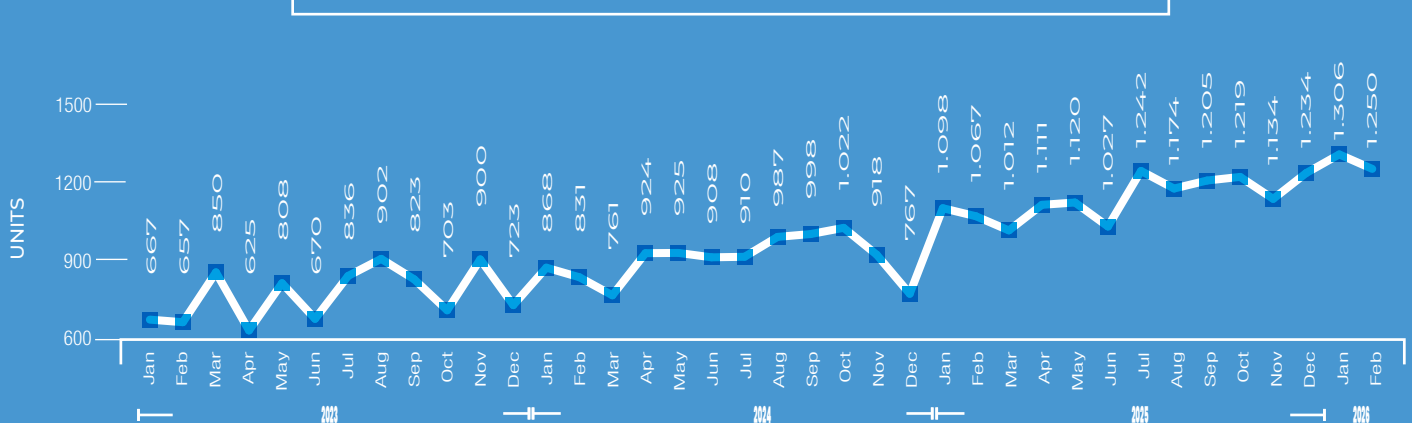
Some brands do not record sales in the periods prior to their entry and registration in the country, as well as before their affiliation with AIDVA

### Monthly light vehicle sales\*\* (units)



\*\*Light vehicles: Hatchback, Minivan (up to 8 passengers), Sedan, Pickup truck, Panel van, Minibus (up to 20 passengers), Sport coupe, SUV

### Monthly heavy vehicle sales\*\*\* (units)



Source: AIDVA

\*\*\*Heavy vehicles: Truck, Bus (21 passengers or more), Garbage compactor truck, Dump truck, Tractor unit, Tank truck, Fire truck, Concrete mixer truck





# 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

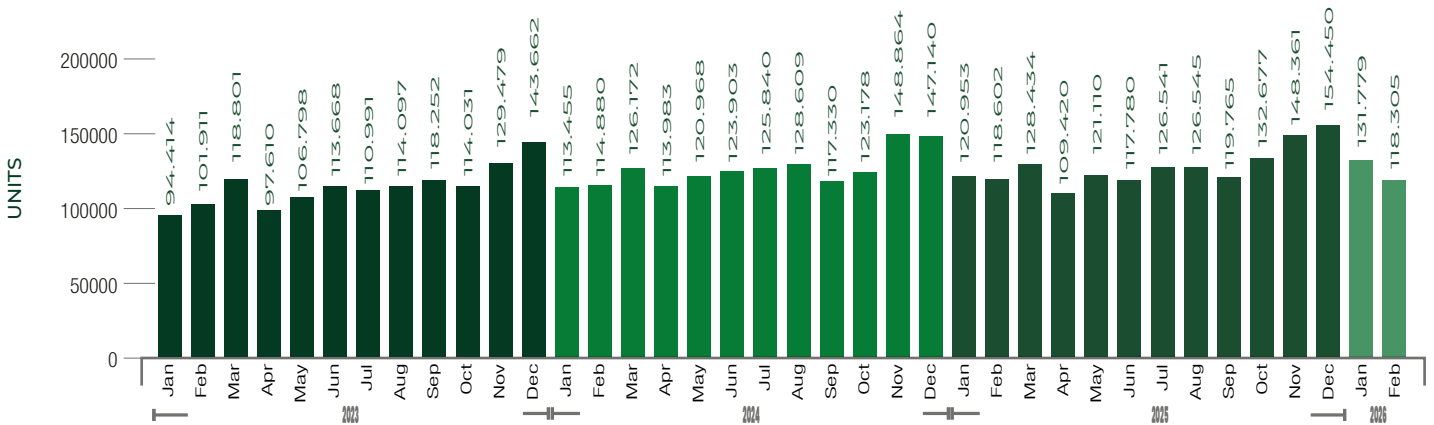
● Nominal GDP per capita (USD)  
Source: FMI

\* 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: Compact, luxury, subcompact, and sports passenger cars, as well as SUVs, minivans, and pickup trucks  
Heavy: Freight and passenger vehicles

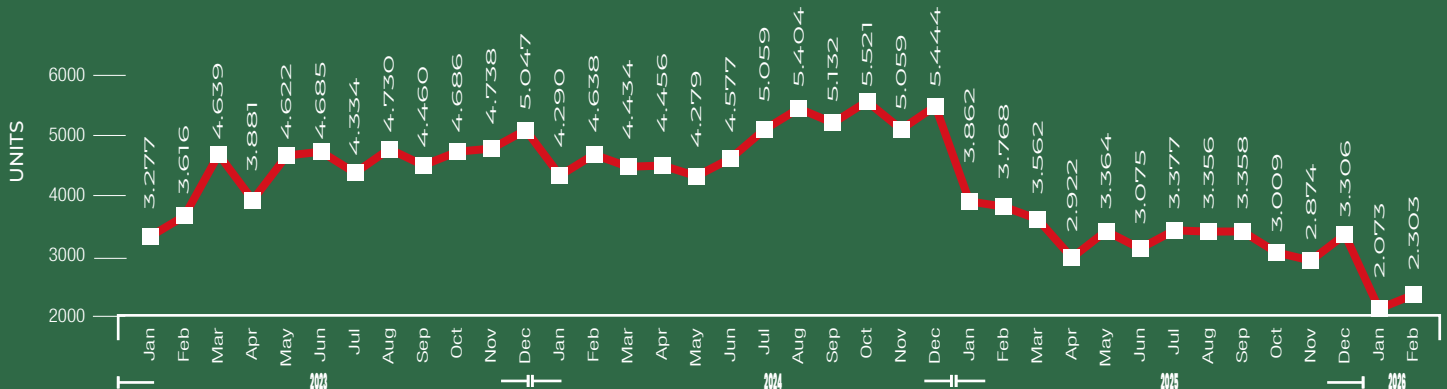
Brand	Sales by brand (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
NISSAN	21.444	17,5%	20.264	16,8%	41.723	16,9%	44.959	17,7%
CHEVROLET	14.428	11,8%	15.064	12,5%	28.998	11,7%	30.272	11,9%
VOLKSWAGEN	11.012	9,0%	10.995	9,1%	23.315	9,4%	22.337	8,8%
TOYOTA	8.232	6,7%	8.116	6,7%	19.208	7,8%	19.785	7,8%
KIA	8.902	7,3%	9.202	7,6%	17.507	7,1%	18.234	7,2%
MAZDA	9.299	7,6%	8.321	6,9%	17.131	6,9%	17.025	6,7%
MG MOTOR	3.105	2,5%	3.154	2,6%	7.105	2,9%	9.352	3,7%
RAM	2.835	2,3%	4.366	3,6%	5.394	2,2%	9.053	3,6%
FORD MOTOR	3.896	3,2%	4.243	3,5%	8.132	3,3%	8.260	3,2%
HYUNDAI	4.105	3,4%	3.365	2,8%	8.084	3,3%	7.490	2,9%
OTRAS	35.112	28,7%	33.518	27,8%	70.588	28,6%	67.693	26,6%
<b>TOTAL</b>	<b>122.370</b>	<b>100%</b>	<b>120.608</b>	<b>100%</b>	<b>247.185</b>	<b>100%</b>	<b>254.460</b>	<b>100%</b>
<b>LIGHT</b>	<b>118.602</b>	<b>96,9%</b>	<b>118.305</b>	<b>98,1%</b>	<b>239.555</b>	<b>96,9%</b>	<b>250.084</b>	<b>98,3%</b>
<b>HEAVY</b>	<b>3.768</b>	<b>3,1%</b>	<b>2.303</b>	<b>1,9%</b>	<b>7.630</b>	<b>3,1%</b>	<b>4.376</b>	<b>1,7%</b>
<b>TOTAL</b>	<b>122.370</b>	<b>100%</b>	<b>120.608</b>	<b>100%</b>	<b>247.185</b>	<b>100%</b>	<b>254.460</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)



\*\*Light vehicles: Compact, luxury, subcompact, and sports passenger cars, as well as SUVs, minivans, and pickup trucks

Monthly heavy vehicle sales\*\*\* (units)

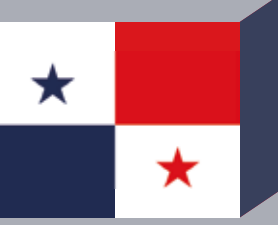


\*\*\* Heavy vehicles: Freight and passenger vehicles

Source: Instituto Nacional de Estadística y Geografía (INEGI), Asociación Mexicana de Distribuidores de Automotores (AMDA)



Administrative Registry of the Automotive Industry for Light and Heavy Vehicles (RAIAVL y RAIAPV)



# PANAMÁ

## Regional Automotive Market

2022

2023

2024

2025

● Vehicle sales per thousand inhabitants\*

9,6 17.409

11,0 18.726

12,1 19.445

13,2 19.802

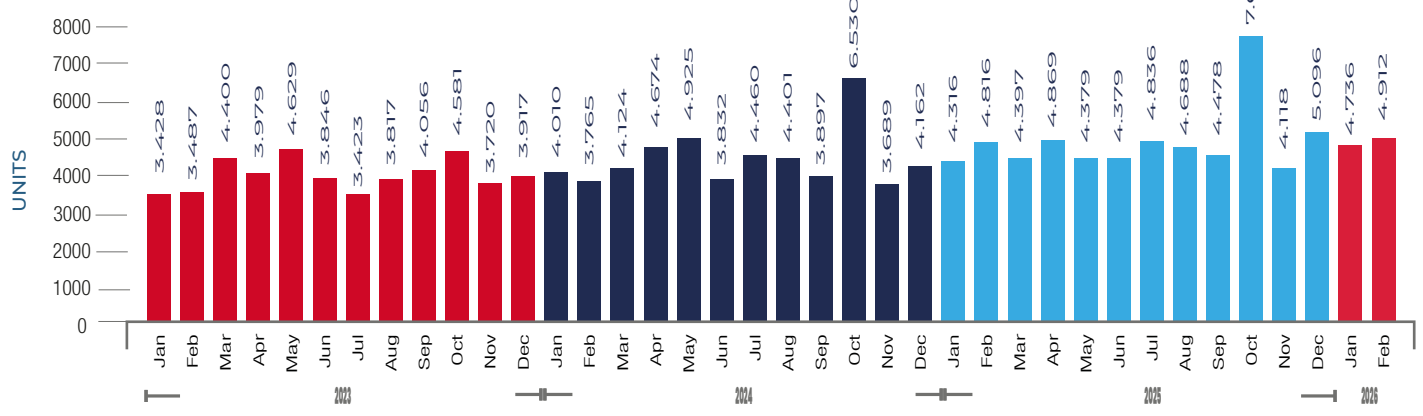
● Nominal GDP per capita (USD)  
Source: FMI

\* 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, Pickups, Panel, Vans, Minivans, Minibuses  
Heavy: Small, medium, and large trucks, Buses

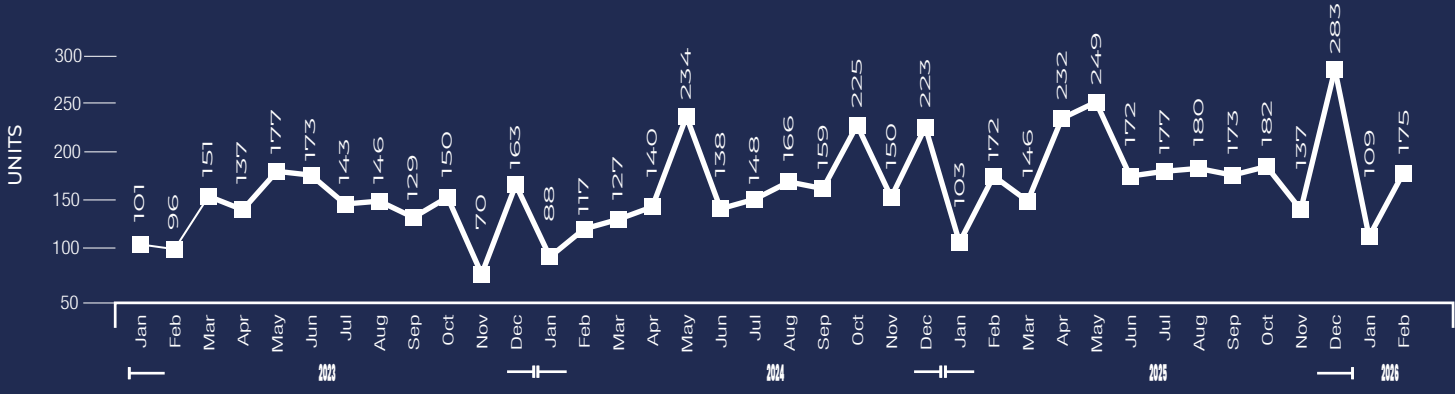
Brand	Sales by brand (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	1.087	21,8%	834	16,4%	2.191	23,3%	1.941	19,5%
HYUNDAI	518	10,4%	627	12,3%	1.166	12,4%	1.294	13,0%
KIA	798	16,0%	560	11,0%	1.386	14,7%	1.234	12,4%
GEELY	221	4,4%	329	6,5%	432	4,6%	544	5,5%
SUZUKI	220	4,4%	224	4,4%	403	4,3%	478	4,8%
JETOUR	169	3,4%	325	6,4%	318	3,4%	475	4,8%
CHANGAN	147	2,9%	217	4,3%	271	2,9%	323	3,3%
MITSUBISHI	161	3,2%	192	3,8%	281	3,0%	298	3,0%
ISUZU	137	2,7%	157	3,1%	182	1,9%	236	2,4%
NISSAN	197	3,9%	130	2,6%	295	3,1%	226	2,3%
OTRAS	1.333	26,7%	1.492	29,3%	2.482	26,4%	2.883	29,0%
<b>TOTAL</b>	<b>4.988</b>	<b>100%</b>	<b>5.087</b>	<b>100%</b>	<b>9.407</b>	<b>100%</b>	<b>9.932</b>	<b>100%</b>
<b>LIGHT</b>	<b>4.816</b>	<b>96,6%</b>	<b>4.912</b>	<b>96,6%</b>	<b>9.132</b>	<b>97,1%</b>	<b>9.648</b>	<b>97,1%</b>
<b>HEAVY</b>	<b>172</b>	<b>3,4%</b>	<b>175</b>	<b>3,4%</b>	<b>275</b>	<b>2,9%</b>	<b>284</b>	<b>2,9%</b>
<b>TOTAL</b>	<b>4.988</b>	<b>100%</b>	<b>5.087</b>	<b>100%</b>	<b>9.407</b>	<b>100%</b>	<b>9.932</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)



\*\*Light vehicles: Passenger cars, SUV, Pickups, Panel, Vans, Minivans, Minibuses

Monthly heavy vehicle sales\*\*\* (units)



\*\*\* Heavy vehicles: Small, medium, and large trucks, 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

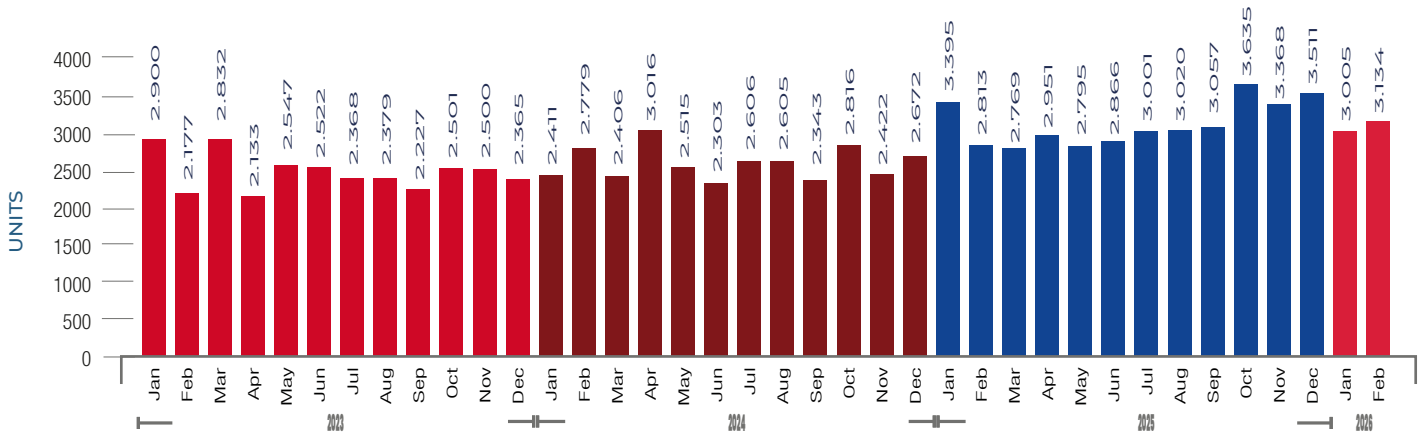
● Nominal GDP per capita (USD)  
Source: FMI

\* 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

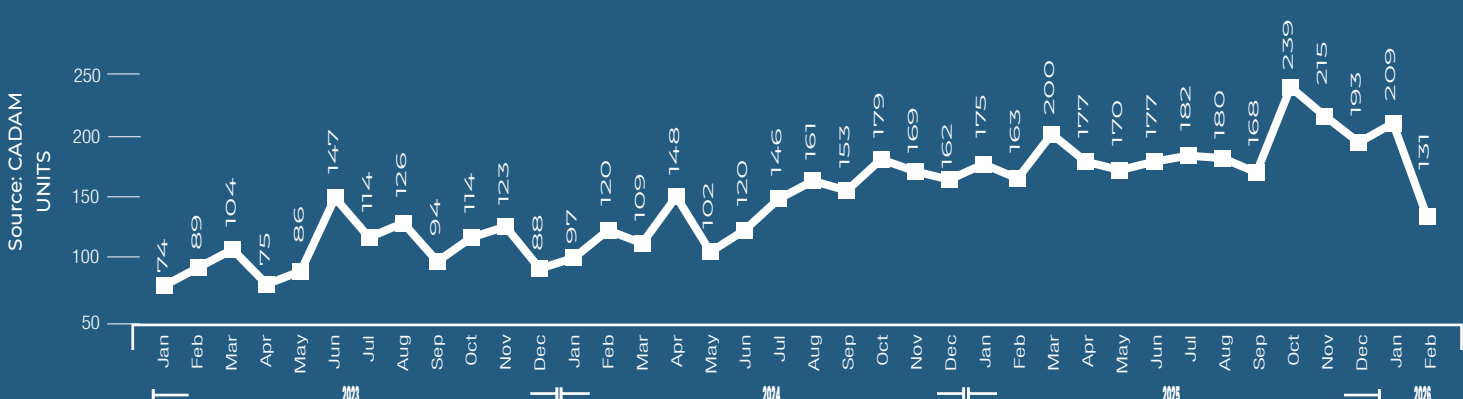
Brand	Sales by brand (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	448	15,1%	481	14,7%	975	14,9%	964	14,9%
KIA	467	15,7%	389	11,9%	989	15,1%	790	12,2%
CHEVROLET	280	9,4%	374	11,5%	603	9,2%	740	11,4%
HYUNDAI	340	11,4%	304	9,3%	763	11,7%	587	9,1%
VOLKSWAGEN	186	6,3%	196	6,0%	380	5,8%	366	5,6%
NISSAN	139	4,7%	182	5,6%	372	5,7%	360	5,6%
FIAT	134	4,5%	166	5,1%	296	4,5%	343	5,3%
SUZUKI	100	3,4%	129	4,0%	206	3,1%	283	4,4%
GEELY	91	3,1%	130	4,0%	212	3,2%	230	3,5%
CHERY	11	0,4%	66	2,0%	16	0,2%	132	2,0%
OTRAS	780	26,2%	848	26,0%	1.734	26,5%	1.684	26,0%
<b>TOTAL</b>	<b>2.976</b>	<b>100%</b>	<b>3.265</b>	<b>100%</b>	<b>6.546</b>	<b>100%</b>	<b>6.479</b>	<b>100%</b>
<b>LIGHT</b>	<b>2.813</b>	<b>94,5%</b>	<b>3.134</b>	<b>96,0%</b>	<b>6.208</b>	<b>94,8%</b>	<b>6.139</b>	<b>94,8%</b>
<b>HEAVY</b>	<b>163</b>	<b>5,5%</b>	<b>131</b>	<b>4,0%</b>	<b>338</b>	<b>5,2%</b>	<b>340</b>	<b>5,2%</b>
<b>TOTAL</b>	<b>2.976</b>	<b>100%</b>	<b>3.265</b>	<b>100%</b>	<b>6.546</b>	<b>100%</b>	<b>6.479</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)



\*\*Light vehicles: Passenger cars, pick up, vans, minibus and SUV

Monthly heavy vehicle sales\*\*\* (units)



\*\*\* Heavy vehicles: trucks and omnibuses

2021

2022

2023

2024

2025

● Vehicle sales per thousand inhabitants\*

5,2 6.677

5,2 7.159

5,3 7.913

5,0 8.316

6,2 9.256

● Nominal GDP per capita (USD)

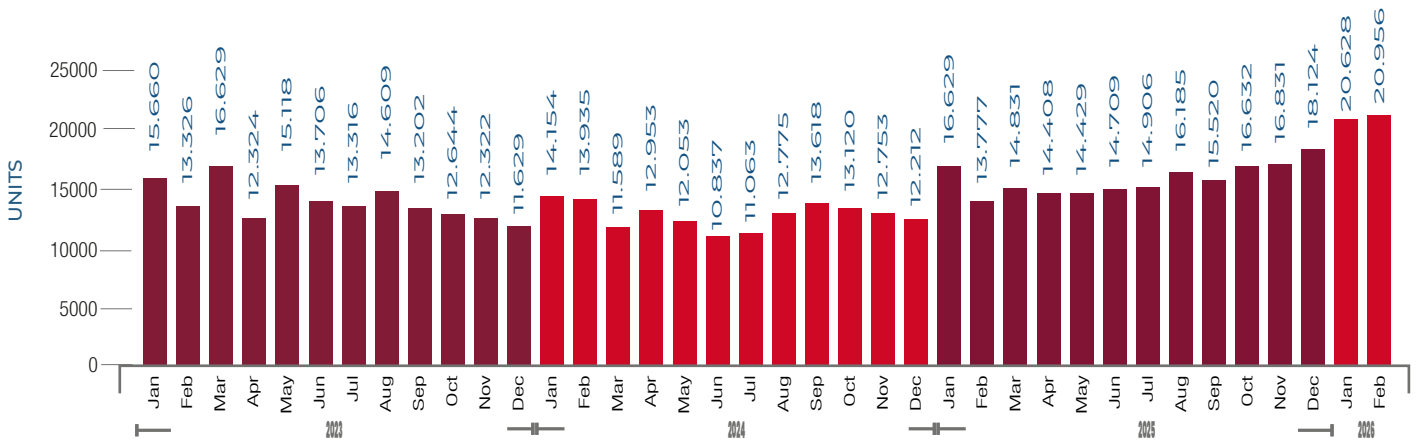
Source: FMI

\* 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 (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.897	18,8%	3.771	16,0%	6.628	19,5%	7.860	16,9%
KIA	1.325	8,6%	2.039	8,7%	2.786	8,2%	3.981	8,5%
HYUNDAI	1.319	8,6%	2.123	9,0%	2.865	8,4%	3.890	8,4%
CHANGAN	795	5,2%	1.492	6,3%	1.753	5,2%	2.814	6,0%
JETOUR	389	2,5%	1.135	4,8%	873	2,6%	2.366	5,1%
JAC	555	3,6%	993	4,2%	1.247	3,7%	1.956	4,2%
FORD	470	3,0%	787	3,3%	1.094	3,2%	1.747	3,8%
CHEVROLET	837	5,4%	876	3,7%	1.675	4,9%	1.736	3,7%
GEELY	391	2,5%	904	3,8%	729	2,1%	1.650	3,5%
DFSK	551	3,6%	830	3,5%	1.176	3,5%	1.541	3,3%
OTRAS	5.897	38,2%	8.562	36,4%	13.132	38,7%	17.040	36,6%
<b>TOTAL</b>	<b>15.426</b>	<b>100%</b>	<b>23.512</b>	<b>100%</b>	<b>33.958</b>	<b>100%</b>	<b>46.581</b>	<b>100%</b>
<b>LIGHT</b>	<b>13.777</b>	<b>89,3%</b>	<b>20.956</b>	<b>89,1%</b>	<b>30.406</b>	<b>89,5%</b>	<b>41.584</b>	<b>89,3%</b>
<b>HEAVY</b>	<b>1.649</b>	<b>10,7%</b>	<b>2.556</b>	<b>10,9%</b>	<b>3.552</b>	<b>10,5%</b>	<b>4.997</b>	<b>10,7%</b>
<b>TOTAL</b>	<b>15.426</b>	<b>100%</b>	<b>23.512</b>	<b>100%</b>	<b>33.958</b>	<b>100%</b>	<b>46.581</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)



Monthly heavy vehicle sales\*\*\* (units)



Source: AAP

\*\*Light vehicles: Passenger cars, pick up, vans, station wagon and off road SUV

\*\*\* Heavy vehicles: trucks, minibus, omnibus and tractor trucks



# DOMINICAN REPUBLIC

## Regional Automotive Market

2021 2022 2023 2024 2025

● Vehicle sales per thousand inhabitants\*

2,2 9.023

3,1 10.715

4,3 11.279

4,4 11.542

4,4 11.919

● Nominal GDP per capita (USD)

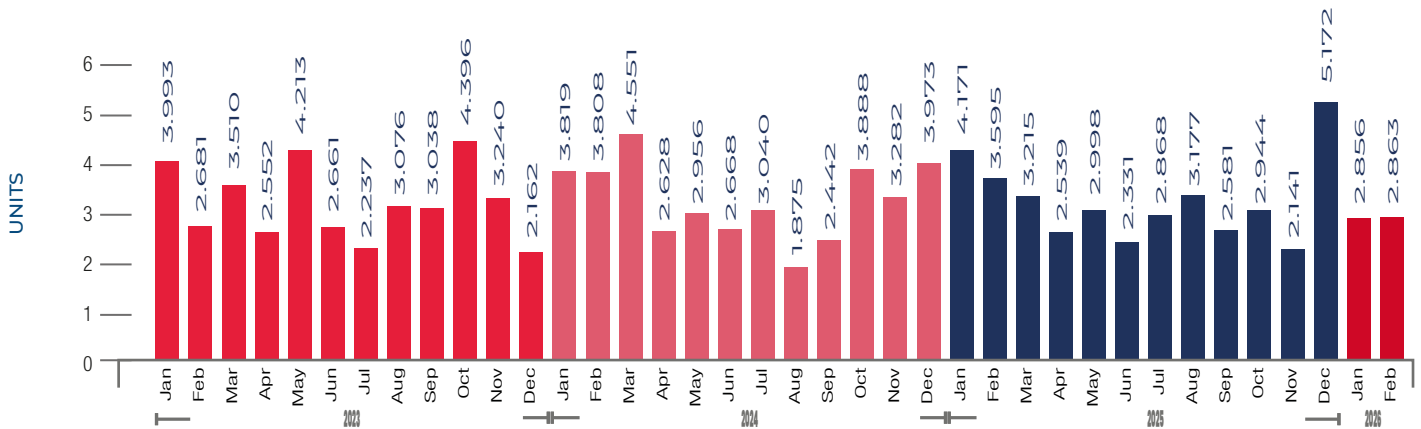
Source: FMI

\* 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 (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	728	16,0%	736	19,3%	1.349	13,9%	1.052	14,8%
ISUZU	486	10,7%	353	9,2%	793	8,2%	664	9,3%
HYUNDAI	452	9,9%	395	10,3%	981	10,1%	635	8,9%
KIA	663	14,5%	271	7,1%	1.697	17,5%	481	6,8%
CHANGAN	131	2,9%	215	5,6%	260	2,7%	456	6,4%
SUZUKI	188	4,1%	146	3,8%	534	5,5%	357	5,0%
CHEVROLET	63	1,4%	187	4,9%	253	2,6%	357	5,0%
JETOUR	90	2,0%	126	3,3%	140	1,4%	263	3,7%
MAZDA	132	2,9%	113	3,0%	320	3,3%	224	3,1%
NISSAN	175	3,8%	34	0,9%	295	3,0%	215	3,0%
OTRAS	1.450	31,8%	1.245	32,6%	3.057	31,6%	2.409	33,9%
<b>TOTAL</b>	<b>4.558</b>	<b>100%</b>	<b>3.821</b>	<b>100%</b>	<b>9.679</b>	<b>100%</b>	<b>7.113</b>	<b>100%</b>
LIVIANOS	3.595	78,9%	2.863	74,9%	7.766	80,2%	5.719	80,4%
PESADOS	963	21,1%	958	25,1%	1.913	19,8%	1.394	19,6%
<b>TOTAL</b>	<b>4.558</b>	<b>100%</b>	<b>3.821</b>	<b>100%</b>	<b>9.679</b>	<b>100%</b>	<b>7.113</b>	<b>100%</b>

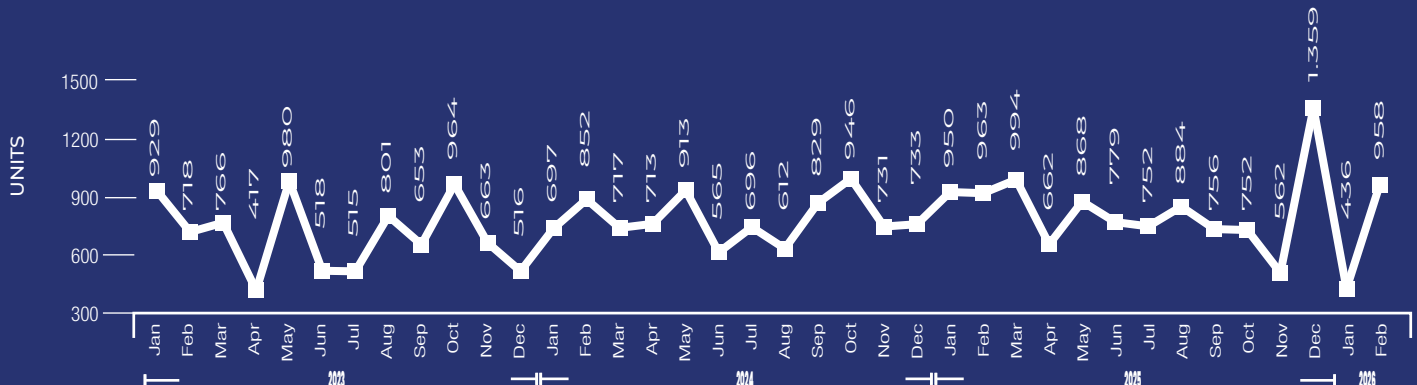
Light: SUV, passenger cars, Pick up, VAN  
Heavy: trucks and buses

Monthly light vehicle sales\*\* (units)



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

Monthly heavy vehicle sales\*\*\* (units)



Source: ACOFAVE

\*\*\* Heavy vehicles: trucks and buses



2021

2022

2023

2024

2025

Vehicle sales per thousand inhabitants\*

14,8

17.334

15,8

20.022

17,3

21.657

18,6

23.053

20,8

24.378

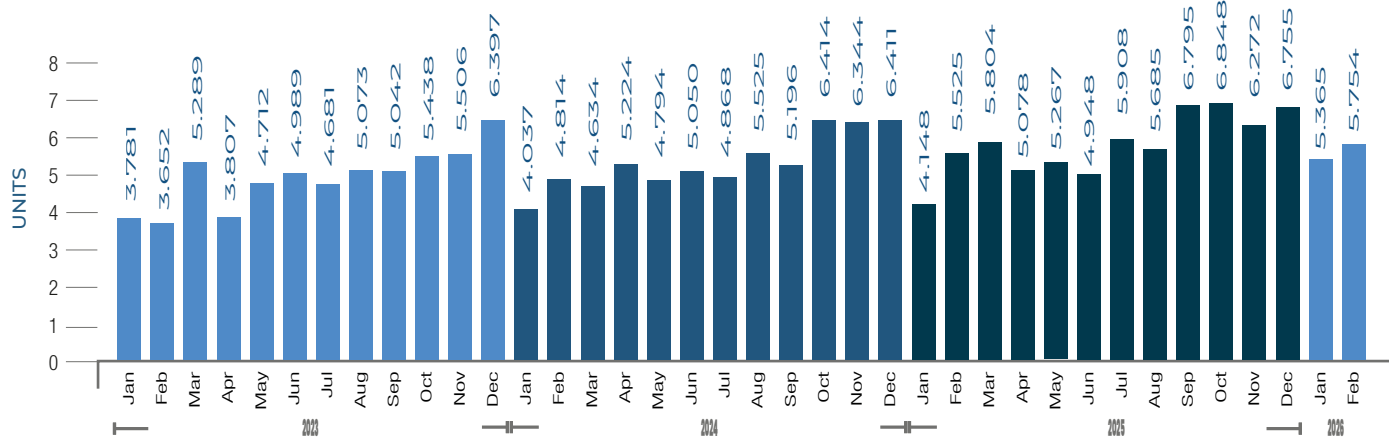
Nominal GDP per capita (USD)  
Source: FMI

\* 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 omnibus

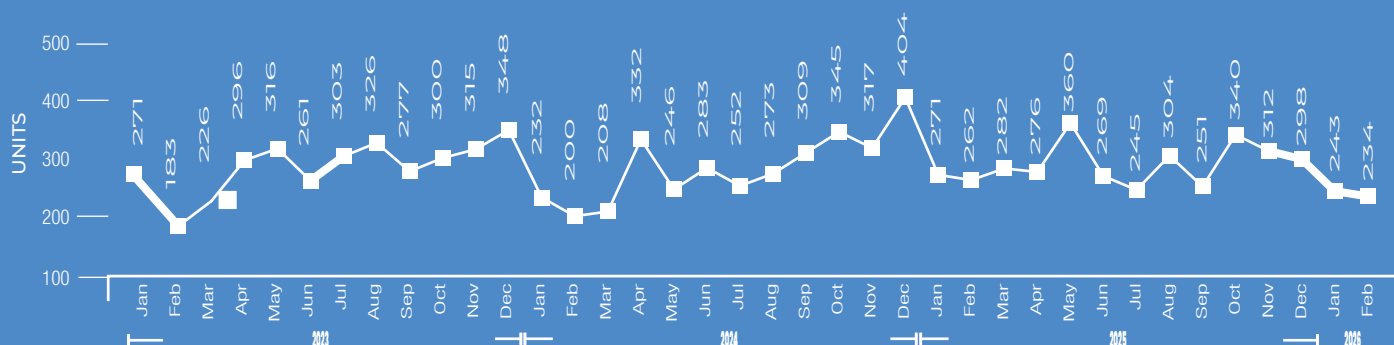
Brand	Sales by brand (February 2025)		Sales by brand (February 2026)		Accumulated sales by brand (January - February 2025)		Accumulated sales by brand (January - February 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
FIAT	1.014	17,5%	677	11,3%	1.896	18,6%	1.296	11,2%
BYD	560	9,7%	617	10,3%	867	8,5%	1.287	11,1%
SUZUKI	463	8,0%	482	8,0%	620	6,1%	828	7,1%
VOLKSWAGEN	461	8,0%	446	7,4%	906	8,9%	826	7,1%
CHEVROLET	604	10,4%	407	6,8%	1.060	10,4%	818	7,1%
RENAULT	435	7,5%	350	5,8%	773	7,6%	743	6,4%
DONGFENG	93	1,6%	279	4,7%	135	1,3%	594	5,1%
HYUNDAI	388	6,7%	271	4,5%	701	6,9%	505	4,4%
CHERY	105	1,8%	177	3,0%	199	1,9%	365	3,1%
JETOUR	62	1,1%	213	3,6%	140	1,4%	358	3,1%
OTRAS	1.602	27,7%	2.069	34,6%	2.909	28,5%	3.976	34,3%
<b>TOTAL</b>	<b>5.787</b>	<b>100%</b>	<b>5.988</b>	<b>100%</b>	<b>10.206</b>	<b>100%</b>	<b>11.596</b>	<b>100%</b>
<b>LIGHT</b>	<b>5.525</b>	<b>95,5%</b>	<b>5.754</b>	<b>96,1%</b>	<b>9.673</b>	<b>94,8%</b>	<b>11.119</b>	<b>95,9%</b>
<b>HEAVY</b>	<b>262</b>	<b>4,5%</b>	<b>234</b>	<b>3,9%</b>	<b>533</b>	<b>5,2%</b>	<b>477</b>	<b>4,1%</b>
<b>TOTAL</b>	<b>5.787</b>	<b>100%</b>	<b>5.988</b>	<b>100%</b>	<b>10.206</b>	<b>100%</b>	<b>11.596</b>	<b>100%</b>

### Monthly light vehicle sales\*\* (units)



\*\* Light vehicles: Passenger cars, SUV, minibus and light utility cars

### Monthly heavy vehicle sales\*\*\* (units)



\*\*\* Heavy vehicles: Trucks and omnibus



# ALADDA

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