



# ALADDA

Asociación Latinoamericana de  
Distribuidores de Automotores

## Regional Automotive Market



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

Distributed for



With the support **AEADE** 80 AÑOS

# Regional automotive market - Summary

In April 2026 in comparison with April 2025: increase in 14,5% in sales.

## In April:

### Total Vehicles Sales

- Highest y-o-y growth: Colombia (53.9%) and Ecuador (53.1%)
- Highest y-o-y decrease: Argentina (13.6%) and Dominican Republic (8.0%)

### Light Vehicles Sales:



- Highest y-o-y growth: Colombia (56.8%), Costa Rica (54.7%) and Ecuador (50.4%)
- Highest y-o-y decrease: Argentina (14.6%) and Dominican Republic (11.0%)

### Heavy Vehicles Sales:



- Highest y-o-y growth: Ecuador (75.7%), Peru (41.6%) and Costa Rica (34.7%)
- Highest y-o-y decrease: Panama (28.3%), Chile (6.2%) and Mexico (5.5%)

Countries	April 2025	April 2026	Jan - apr 2025	Jan - apr 2026	% VAR apr 2026 -2025	% VAR jan - apr 2026 -2025
Brazil	208.626	248.353	760.210	873.435	19,0%	14,9%
Mexico	112.342	121.620	491.523	510.550	8,3%	3,9%
Argentina	55.025	47.561	217.500	204.639	-13,6%	-5,9%
Chile	27.736	28.866	102.631	107.137	4,1%	4,4%
Colombia	17.430	26.827	67.304	100.603	53,9%	49,5%
Peru	16.274	22.441	67.011	92.019	37,9%	37,3%
Ecuador	9.342	14.298	35.014	50.680	53,1%	44,7%
Uruguay	5.354	6.693	21.646	25.044	25,0%	15,7%
Costa Rica*	5.299	8.094	24.076	24.755	52,7%	2,8%
Guatemala	4.444	5.416	19.831	23.462	21,9%	18,3%
Panama	5.101	5.312	19.051	21.717	4,1%	14,0%
Dominican Rep.	3.201	2.946	17.089	14.171	-8,0%	-17,1%

\*Imports

Nota: The information for Paraguay is not included in this edition due to delays in the delivery of the vehicle registration database by the competent authorities.

## America sales

<b>2021</b>	22.003.539
<b>2022</b>	20.877.258
<b>2023</b>	23.215.717
<b>2024</b>	24.168.628
<b>2025</b>	24.864.617

## Europe sales

<b>2021</b>	16.882.486
<b>2022</b>	15.079.901
<b>2023</b>	17.942.469
<b>2024</b>	18.714.406
<b>2025</b>	18.630.198

## Asia & Oceania sales

<b>2021</b>	43.618.875
<b>2022</b>	45.952.883
<b>2023</b>	50.641.764
<b>2024</b>	51.393.882
<b>2025</b>	55.018.183

## Africa sales

<b>2021</b>	1.133.520
<b>2022</b>	1.075.740
<b>2023</b>	1.050.105
<b>2024</b>	1.053.734
<b>2025</b>	1.285.408

Source: OICA
















## Historical vehicle sales of member countries

ALADDA  
Asociación Latinoamericana  
Distribuidores de Automóviles

Countries	2022	2023	2024	2025
<b>Brazil</b>	2.104.050	2.307.907	2.634.366	2.689.179
<b>Mexico</b>	1.134.443	1.416.429	1.562.615	1.564.471
<b>Argentina</b>	406.792	449.496	414.211	604.127
<b>Chile</b>	448.261	332.636	318.612	328.218
<b>Colombia</b>	262.595	186.826	201.219	254.438
<b>Peru</b>	177.543	181.812	169.309	211.776
<b>Ecuador</b>	134.170	132.388	108.266	124.505
<b>Costa Rica*</b>	40.159	57.446	76.828	73.123
<b>Uruguay</b>	56.112	61.789	66.712	72.503
<b>Guatemala</b>	44.730	54.569	58.045	63.626
<b>Panama</b>	42.169	48.919	54.384	60.233
<b>Dominican Rep.</b>	32.455	46.199	47.934	48.013
<b>Paraguay</b>	32.677	30.685	32.560	39.420
<b>Bolivia</b>	45.724	51.012	29.692	-
<b>Venezuela</b>	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	April 2025	April 2026	Jan - apr 2025	Jan - apr 2026	Ratio (population / light vehicle sales)
	208,6	248,4	760,2	873,4	2024: 86 2025: 84 
	112,3	121,6	491,5	510,6	2024: 88 2025: 87 
	55,0	47,6	217,5	204,6	2024: 121 2025: 83 
	27,7	28,9	102,6	107,1	2024: 66 2025: 64 
	17,4	26,8	67,3	100,6	2024: 285 2025: 230 
	16,3	22,4	67,0	92,0	2024: 226 2025: 184 
	9,3	14,3	35,0	50,7	2024: 183 2025: 164 
* 	5,3	8,1	24,1	24,8	2024: 76 2025: 81 
	5,4	6,7	21,6	25,0	2024: 57 2025: 50 
	4,4	5,4	19,8	23,5	2024: 378 2025: 373 
	5,1	5,3	19,1	21,7	2024: 86 2025: 79 
** 	3,0	3,3	6,5	6,5	2024: 248 2025: 188 
	3,2	2,9	17,1	14,2	2024: 277 2025: 288 

\*\*Data is as of February

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

Country	*Light vehicle sales				**Heavy vehicle sales			
	Apr 2025	Apr 2026	Jan - apr 2025	Jan - apr 2026	Apr 2025	Apr 2026	Jan - apr 2025	Jan - apr 2026
	197,1	237,3	715,0	834,7	11,5	11,1	45,2	38,7
	109,4	118,9	477,4	500,5	2,9	2,8	14,1	10,0
	52,0	44,3	206,2	192,7	3,1	3,2	11,3	12,0
	26,6	27,8	98,4	103,4	1,1	1,0	4,2	3,7
	16,0	25,0	61,2	90,1	1,5	1,8	6,1	10,5
	14,4	19,8	59,6	81,9	1,9	2,6	7,4	10,1
	8,4	12,6	31,2	45,1	1,0	1,7	3,9	5,6
* 	4,8	7,4	21,8	21,9	0,5	0,7	2,3	2,9
	5,1	6,4	20,6	24,0	0,3	0,3	1,1	1,0
	3,3	4,1	15,5	18,3	1,1	1,3	4,3	5,2
	4,9	5,1	18,4	21,1	0,2	0,2	0,7	0,7
** 	2,8	3,1	6,2	6,1	0,2	0,1	0,3	0,3
	2,5	2,3	13,5	11,3	0,7	0,7	3,6	2,8

\*Imports

\*\*Data is as of February



# 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)

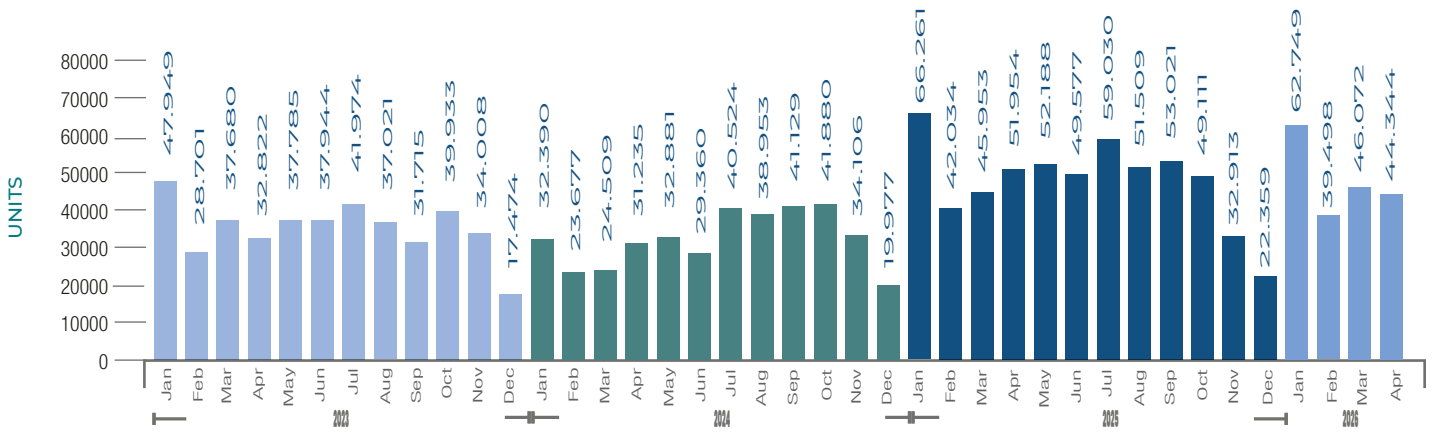
Source: FMI

\* 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.

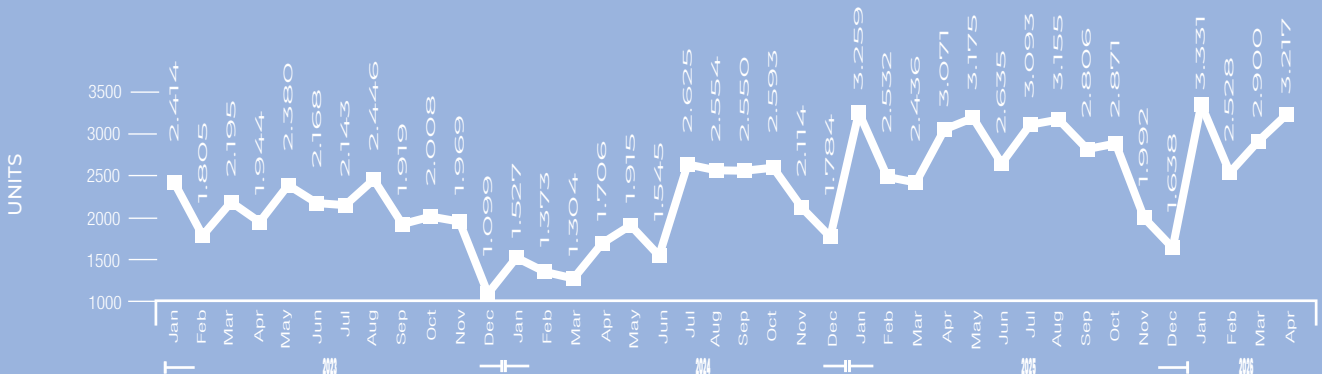
Light: Passenger cars and light commercial vehicles  
Heavy: Heavy commercial vehicles

Brand	Sales by brand (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
<b>VOLKSWAGEN</b>	9.171	16,7%	5.707	12,0%	36.939	17,0%	27.857	13,6%
<b>TOYOTA</b>	9.759	17,7%	6.691	14,1%	35.073	16,1%	25.887	12,7%
<b>FIAT</b>	6.257	11,4%	5.021	10,6%	28.039	12,9%	24.034	11,7%
<b>FORD</b>	4.378	8,0%	3.862	8,1%	16.168	7,4%	18.281	8,9%
<b>CHEVROLET</b>	4.175	7,6%	3.847	8,1%	14.061	6,5%	16.243	7,9%
<b>PEUGEOT</b>	4.241	7,7%	2.976	6,3%	20.342	9,4%	15.125	7,4%
<b>RENAULT</b>	5.163	9,4%	3.526	7,4%	20.890	9,6%	15.210	7,4%
<b>CITROEN</b>	2.327	4,2%	1.790	3,8%	9.764	4,5%	7.598	3,7%
<b>MERCEDES BENZ</b>	1.207	2,2%	1.367	2,9%	5.146	2,4%	6.496	3,2%
<b>JEEP</b>	1.967	3,6%	1.137	2,4%	7.602	3,5%	5.231	2,6%
<b>OTHERS</b>	6.380	11,6%	11.637	24,5%	23.476	10,8%	42.677	20,9%
<b>TOTAL</b>	<b>55.025</b>	<b>100%</b>	<b>47.561</b>	<b>100%</b>	<b>217.500</b>	<b>100%</b>	<b>204.639</b>	<b>100%</b>
<b>LIGHT</b>	<b>51.954</b>	<b>94,4%</b>	<b>44.344</b>	<b>93,2%</b>	<b>206.202</b>	<b>94,8%</b>	<b>192.663</b>	<b>94,1%</b>
<b>HEAVY</b>	<b>3.071</b>	<b>5,6%</b>	<b>3.217</b>	<b>6,8%</b>	<b>11.298</b>	<b>5,2%</b>	<b>11.976</b>	<b>5,9%</b>
<b>TOTAL</b>	<b>55.025</b>	<b>100%</b>	<b>47.561</b>	<b>100%</b>	<b>217.500</b>	<b>100%</b>	<b>204.639</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)



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



Source: ACARA

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

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





# 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)

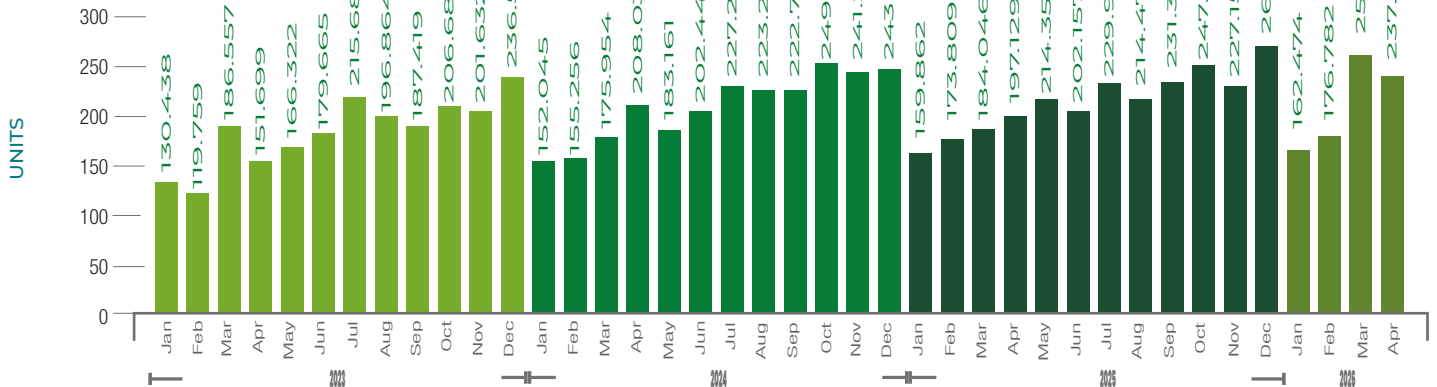
Source: FMI

\* 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

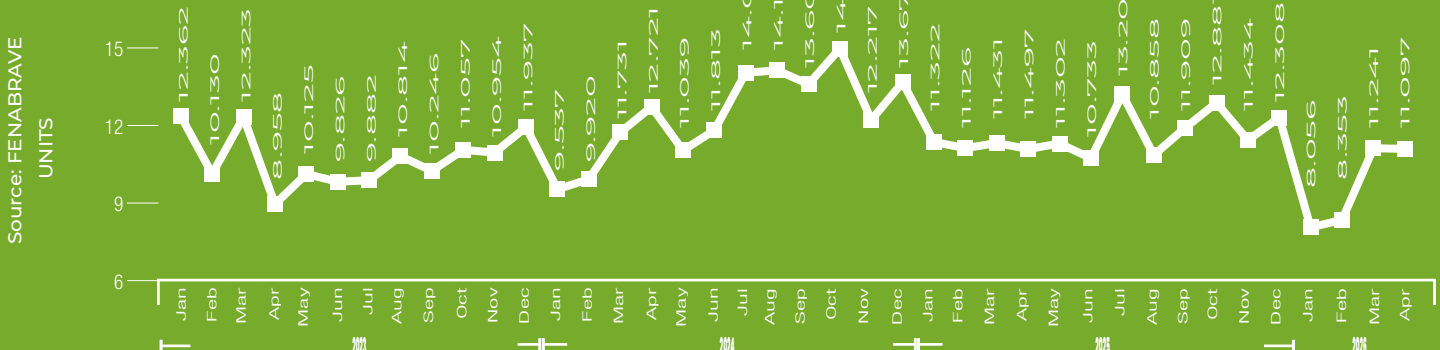
Brand	Sales by brand (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2024)		Accumulated sales by brand (January - April 2025)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
<b>FIAT</b>	42.907	20,6%	45.627	18,4%	153.487	20,2%	172.233	19,7%
<b>VOLKSWAGEN</b>	32.305	15,5%	38.903	15,7%	111.123	14,6%	135.959	15,6%
<b>GENERAL MOTORS</b>	20.521	9,8%	25.100	10,1%	76.324	10,0%	86.271	9,9%
<b>HYUNDAI</b>	16.616	8,0%	18.563	7,5%	51.102	6,7%	60.063	6,9%
<b>BYD</b>	8.481	4,1%	18.477	7,4%	30.224	4,0%	56.134	6,4%
<b>TOYOTA</b>	16.326	7,8%	14.613	5,9%	58.485	7,7%	50.654	5,8%
<b>RENAULT</b>	9.717	4,7%	12.083	4,9%	39.454	5,2%	41.947	4,8%
<b>JEEP</b>	9.297	4,5%	8.529	3,4%	35.870	4,7%	35.772	4,1%
<b>HONDA</b>	8.297	4,0%	9.016	3,6%	32.241	4,2%	33.219	3,8%
<b>NISSAN</b>	5.421	2,6%	5.451	2,2%	24.743	3,3%	23.753	2,7%
<b>OTHERS</b>	38.738	18,6%	51.991	20,9%	147.157	19,4%	177.430	20,3%
<b>TOTAL</b>	<b>208.626</b>	<b>100%</b>	<b>248.353</b>	<b>100%</b>	<b>760.210</b>	<b>100%</b>	<b>873.435</b>	<b>100%</b>
<b>LIGHT</b>	<b>197.129</b>	<b>94,5%</b>	<b>237.256</b>	<b>95,5%</b>	<b>714.972</b>	<b>94,0%</b>	<b>834.688</b>	<b>95,6%</b>
<b>HEAVY</b>	<b>11.497</b>	<b>5,5%</b>	<b>11.097</b>	<b>4,5%</b>	<b>45.238</b>	<b>6,0%</b>	<b>38.747</b>	<b>4,4%</b>
<b>TOTAL</b>	<b>208.626</b>	<b>100%</b>	<b>248.353</b>	<b>100%</b>	<b>760.210</b>	<b>100%</b>	<b>873.435</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)



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

Monthly heavy vehicle sales\*\*\* (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 (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.474	8,9%	2.585	9,0%	7.886	7,7%	8.506	7,9%
SUZUKI	2.016	7,3%	2.169	7,5%	7.709	7,5%	7.919	7,4%
HYUNDAI	1.758	6,3%	1.780	6,2%	6.597	6,4%	6.664	6,2%
KIA	1.610	5,8%	1.507	5,2%	6.327	6,2%	6.129	5,7%
CHEVROLET	1.453	5,2%	1.595	5,5%	6.228	6,1%	5.764	5,4%
GREAT WALL	1.123	4,0%	1.357	4,7%	4.127	4,0%	5.653	5,3%
FORD	1.541	5,6%	1.369	4,7%	5.063	4,9%	5.208	4,9%
CHANGAN	931	3,4%	1.457	5,0%	3.696	3,6%	4.955	4,6%
PEUGEOT	1.321	4,8%	1.325	4,6%	5.268	5,1%	4.711	4,4%
MITSUBISHI	1.191	4,3%	980	3,4%	4.437	4,3%	3.898	3,6%
OTHERS	12.318	44,4%	12.742	44,1%	45.293	44,1%	47.730	44,6%
<b>TOTAL</b>	<b>27.736</b>	<b>100%</b>	<b>28.866</b>	<b>100%</b>	<b>102.631</b>	<b>100%</b>	<b>107.137</b>	<b>100%</b>
<b>LIGHT</b>	<b>26.622</b>	<b>96,0%</b>	<b>27.821</b>	<b>96,4%</b>	<b>98.430</b>	<b>95,9%</b>	<b>103.430</b>	<b>96,5%</b>
<b>HEAVY</b>	<b>1.114</b>	<b>4,0%</b>	<b>1.045</b>	<b>3,6%</b>	<b>4.201</b>	<b>4,1%</b>	<b>3.707</b>	<b>3,5%</b>
<b>TOTAL</b>	<b>27.736</b>	<b>100%</b>	<b>28.866</b>	<b>100%</b>	<b>102.631</b>	<b>100%</b>	<b>107.137</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 2025	27.626
Feb 2025	25.909
Mar 2025	37.544
Apr 2025	19.883
May 2025	26.149
Jun 2025	23.238
Jul 2025	24.157
Aug 2025	29.119
Sep 2025	26.813
Oct 2025	25.526
Nov 2025	26.199
Dec 2025	27.405
Jan 2026	25.416
Feb 2026	22.758
Mar 2026	23.933
Apr 2026	25.921
May 2026	23.251
Jun 2026	22.646
Jul 2026	25.606
Aug 2026	28.606
Sep 2026	25.970
Oct 2026	28.130
Nov 2026	25.364
Dec 2026	28.445
Jan 2027	26.218
Feb 2027	21.242
Mar 2027	24.348
Apr 2027	26.622
May 2027	24.722
Jun 2027	24.778
Jul 2027	27.054
Aug 2027	27.685
Sep 2027	32.270
Oct 2027	23.661
Nov 2027	25.787
Dec 2027	29.257
Jan 2028	25.448
Feb 2028	22.432
Mar 2028	27.729
Apr 2028	27.821

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

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

Month	Units
Jan 2025	1.225
Feb 2025	945
Mar 2025	1.053
Apr 2025	930
May 2025	1.250
Jun 2025	1.055
Jul 2025	1.050
Aug 2025	925
Sep 2025	1.055
Oct 2025	1.204
Nov 2025	1.151
Dec 2025	1.225
Jan 2026	996
Feb 2026	922
Mar 2026	824
Apr 2026	1.044
May 2026	944
Jun 2026	910
Jul 2026	1.130
Aug 2026	939
Sep 2026	1.151
Oct 2026	1.267
Nov 2026	1.104
Dec 2026	1.335
Jan 2027	1.152
Feb 2027	922
Mar 2027	1.013
Apr 2027	1.114
May 2027	998
Jun 2027	1.012
Jul 2027	1.032
Aug 2027	789
Sep 2027	1.251
Oct 2027	1.443
Nov 2027	1.426
Dec 2027	2.422
Jan 2028	860
Feb 2028	863
Mar 2028	939
Apr 2028	1.045

Source: CAVEM

\*\*\* Heavy vehicles: trucks

Vehículos inscritos del Servicio de Registro Civil e Identificación

CAVEM  
Cámara de Comercio Automotriz de Chile  
Conduciendo Futuro

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)

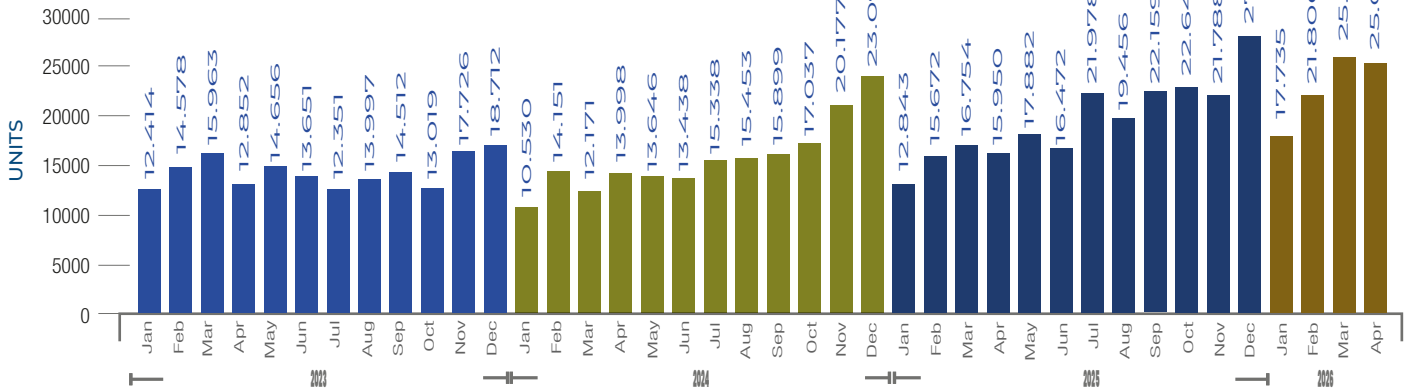
Source: FMI

\* 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

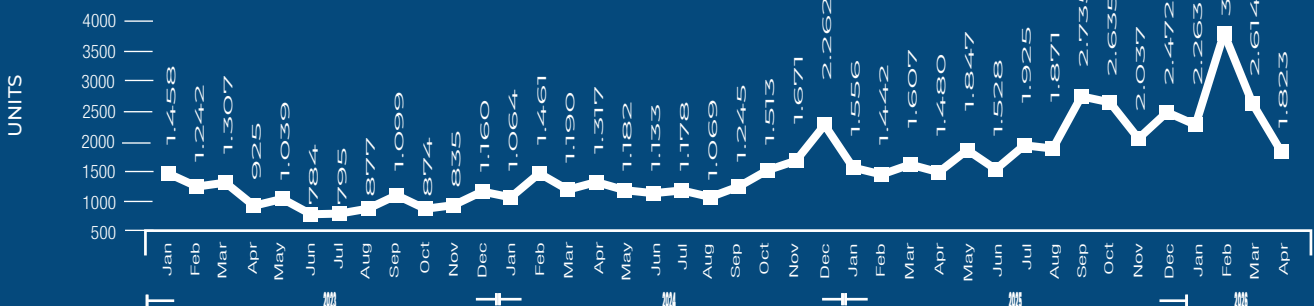
Brand	Sales by brand (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	2.178	12,5%	3.300	12,3%	8.957	13,3%	14.041	14,0%
RENAULT	2.176	12,5%	2.823	10,5%	9.305	13,8%	10.681	10,6%
MAZDA	1.859	10,7%	2.027	7,6%	6.388	9,5%	7.737	7,7%
CHEVROLET	1.304	7,5%	2.004	7,5%	5.614	8,3%	7.645	7,6%
TOYOTA	1.835	10,5%	1.707	6,4%	6.875	10,2%	7.237	7,2%
TESLA	2	0,0%	2.640	9,8%	6	0,0%	5.408	5,4%
SUZUKI	982	5,6%	1.529	5,7%	3.345	5,0%	5.158	5,1%
NISSAN	1.021	5,9%	1.003	3,7%	3.869	5,7%	4.341	4,3%
BYD	708	4,1%	1.251	4,7%	2.546	3,8%	4.203	4,2%
HYUNDAI	872	5,0%	1.189	4,4%	3.133	4,7%	4.132	4,1%
OTHERS	4.493	25,8%	7.354	27,4%	17.266	25,7%	30.020	29,8%
<b>TOTAL</b>	<b>17.430</b>	<b>100%</b>	<b>26.827</b>	<b>100%</b>	<b>67.304</b>	<b>100%</b>	<b>100.603</b>	<b>100%</b>
<b>LIGHT</b>	<b>15.950</b>	<b>91,5%</b>	<b>25.004</b>	<b>93,2%</b>	<b>61.219</b>	<b>91,0%</b>	<b>90.127</b>	<b>89,6%</b>
<b>HEAVY</b>	<b>1.480</b>	<b>8,5%</b>	<b>1.823</b>	<b>6,8%</b>	<b>6.085</b>	<b>9,0%</b>	<b>10.476</b>	<b>10,4%</b>
<b>TOTAL</b>	<b>17.430</b>	<b>100%</b>	<b>26.827</b>	<b>100%</b>	<b>67.304</b>	<b>100%</b>	<b>100.603</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

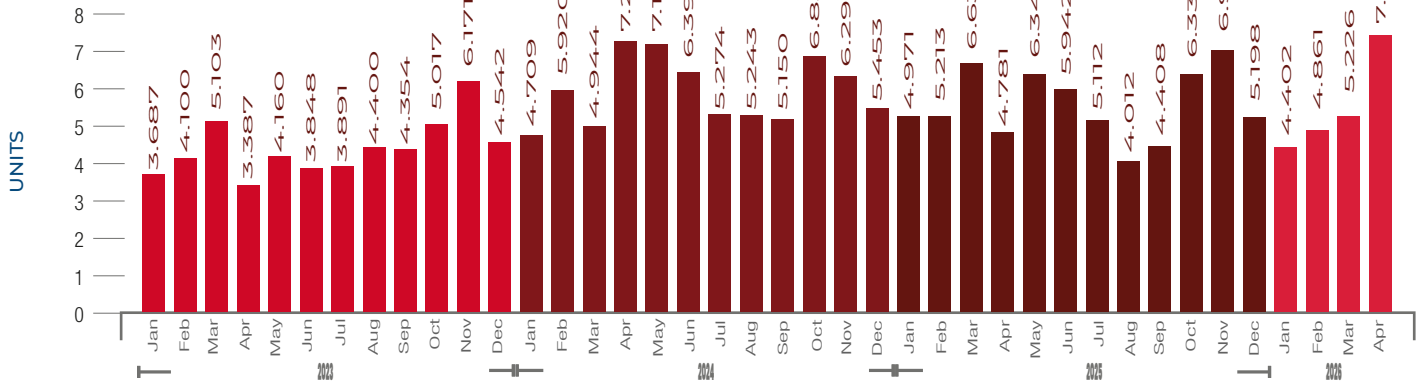
\* This indicator reflects the number of new vehicles imported per thousand inhabitants. Its purpose is to measure the relationship between vehicle imports volume—including light and heavy vehicles—and the size of the population.

Brand	Imports by brand (April 2025)		Imports by brand (April 2026)		Accumulated imports by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	963	18,2%	1.160	14,3%	4.787	19,9%	4.007	16,2%
NISSAN	701	13,2%	724	8,9%	2.315	9,6%	2.072	8,4%
SUZUKI	391	7,4%	517	6,4%	1.769	7,3%	1.729	7,0%
GEELY	279	5,3%	511	6,3%	1.324	5,5%	1.561	6,3%
MITSUBISHI	453	8,5%	536	6,6%	1.292	5,4%	1.536	6,2%
HYUNDAI	358	6,8%	593	7,3%	1.430	5,9%	1.313	5,3%
BYD	31	0,6%	660	8,2%	1.168	4,9%	1.279	5,2%
CHERY	102	1,9%	418	5,2%	724	3,0%	1.144	4,6%
ISUZU	97	1,8%	265	3,3%	536	2,2%	872	3,5%
CHEVROLET	177	3,3%	217	2,7%	801	3,3%	774	3,1%
OTHERS	1.747	33,0%	2.493	30,8%	7.930	32,9%	8.468	34,2%
<b>TOTAL</b>	<b>5.299</b>	<b>100%</b>	<b>8.094</b>	<b>100%</b>	<b>24.076</b>	<b>100%</b>	<b>24.755</b>	<b>100%</b>
<b>LIGHT</b>	<b>4.781</b>	<b>90,2%</b>	<b>7.396</b>	<b>91,4%</b>	<b>21.823</b>	<b>90,6%</b>	<b>21.885</b>	<b>88,4%</b>
<b>HEAVY</b>	<b>518</b>	<b>9,8%</b>	<b>698</b>	<b>8,6%</b>	<b>2.253</b>	<b>9,4%</b>	<b>2.870</b>	<b>11,6%</b>
<b>TOTAL</b>	<b>5.299</b>	<b>100%</b>	<b>8.094</b>	<b>100%</b>	<b>24.076</b>	<b>100%</b>	<b>24.755</b>	<b>100%</b>

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

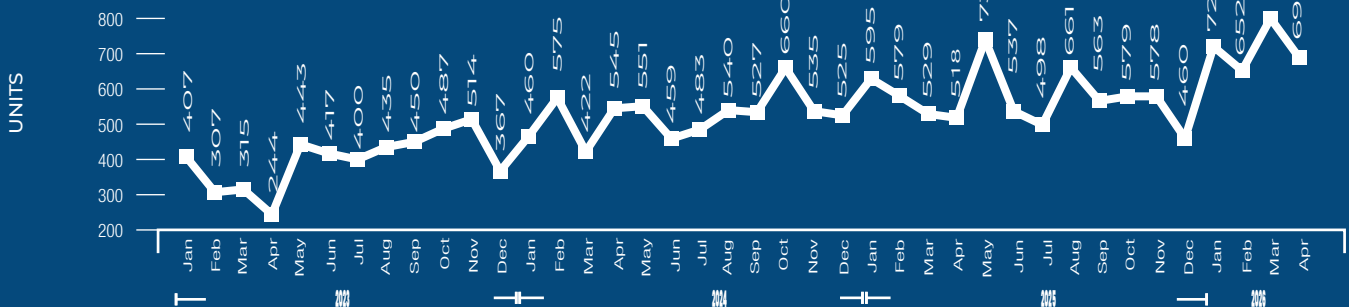
Imports data

### Monthly light vehicle imports (units)



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

### Monthly heavy vehicle imports (units)



Source: AIVEMA

\*\*\* 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)

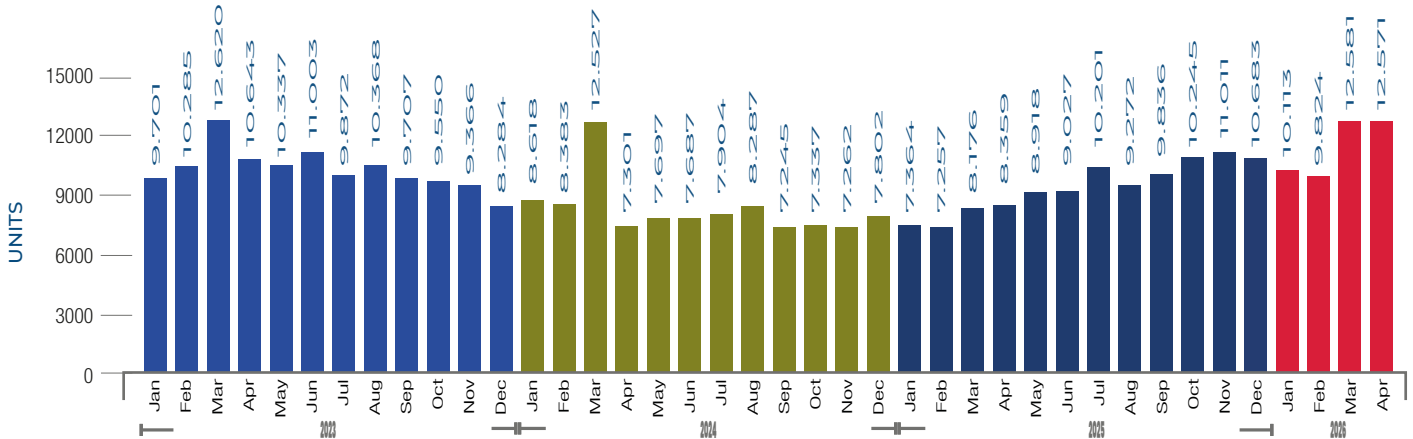
Source: FMI

\* 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

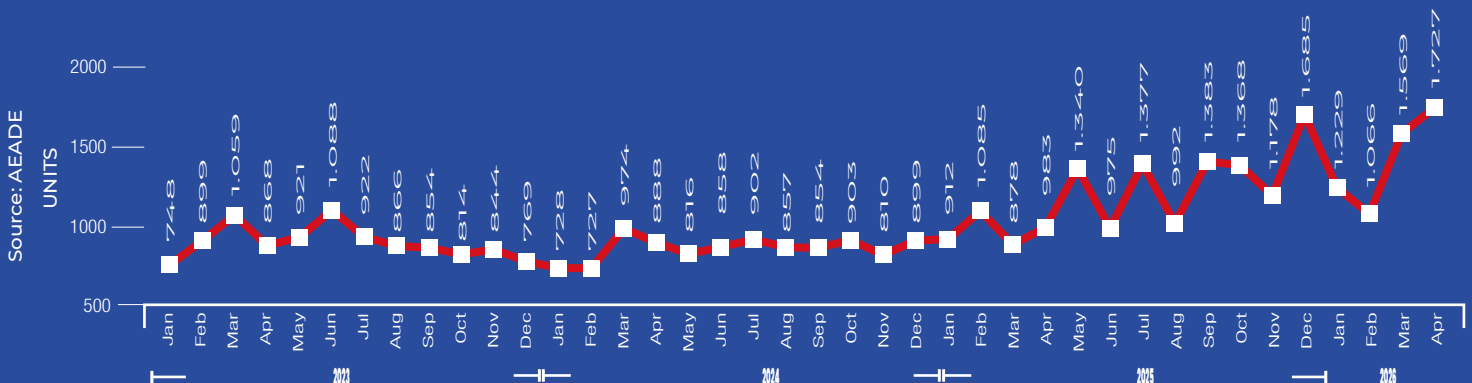
Brand	Sales by brand (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	1.579	16,9%	2.317	16,2%	5.792	16,5%	8.052	15,9%
CHEVROLET	1.326	14,2%	1.937	13,5%	5.246	15,0%	6.118	12,1%
HYUNDAI	574	6,1%	796	5,6%	2.177	6,2%	2.888	5,7%
GWM	537	5,7%	664	4,6%	1.833	5,2%	2.790	5,5%
CHERY	385	4,1%	654	4,6%	1.627	4,6%	2.505	4,9%
TOYOTA	392	4,2%	695	4,9%	1.818	5,2%	2.436	4,8%
DONGFENG	227	2,4%	534	3,7%	840	2,4%	1.790	3,5%
JAC	262	2,8%	515	3,6%	963	2,8%	1.783	3,5%
SINOTRUK	227	2,4%	536	3,7%	795	2,3%	1.628	3,2%
SUZUKI	397	4,2%	433	3,0%	1.407	4,0%	1.583	3,1%
OTHERS	3.436	36,8%	5.217	36,5%	12.516	35,7%	19.107	37,7%
<b>TOTAL</b>	<b>9.342</b>	<b>100%</b>	<b>14.298</b>	<b>100%</b>	<b>35.014</b>	<b>100%</b>	<b>50.680</b>	<b>100%</b>
<b>LIGHT</b>	<b>8.359</b>	<b>89,5%</b>	<b>12.571</b>	<b>87,9%</b>	<b>31.156</b>	<b>89,0%</b>	<b>45.089</b>	<b>89,0%</b>
<b>HEAVY</b>	<b>983</b>	<b>10,5%</b>	<b>1.727</b>	<b>12,1%</b>	<b>3.858</b>	<b>11,0%</b>	<b>5.591</b>	<b>11,0%</b>
<b>TOTAL</b>	<b>9.342</b>	<b>100%</b>	<b>14.298</b>	<b>100%</b>	<b>35.014</b>	<b>100%</b>	<b>50.680</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

● 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)

Source: FMI

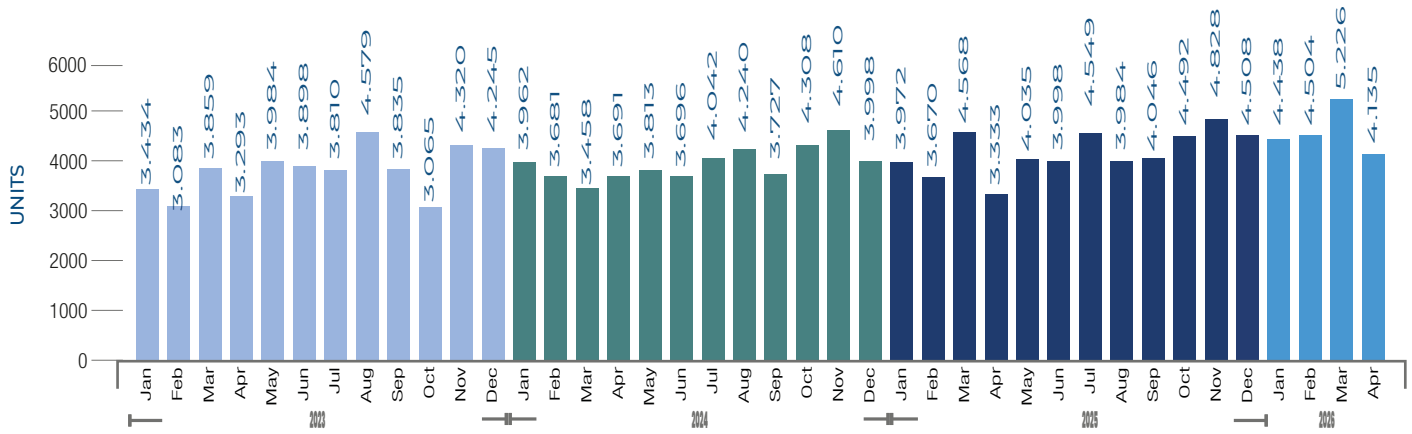
\* This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

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 (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	1.101	24,8%	1.370	25,3%	5.177	26,1%	6.181	26,3%
ISUZU	357	8,0%	633	11,7%	1.624	8,2%	2.433	10,4%
MITSUBISHI	257	5,8%	364	6,7%	1.246	6,3%	1.456	6,2%
JAC	409	9,2%	358	6,6%	1.154	5,8%	1.450	6,2%
SUZUKI	117	2,6%	251	4,6%	805	4,1%	1.351	5,8%
KIA	267	6,0%	287	5,3%	1.265	6,4%	1.264	5,4%
CHANGAN	173	3,9%	261	4,8%	938	4,7%	1.114	4,7%
HINO	216	4,9%	238	4,4%	969	4,9%	1.000	4,3%
FOTON	169	3,8%	209	3,9%	678	3,4%	974	4,2%
NISSAN	146	3,3%	140	2,6%	688	3,5%	657	2,8%
OTHERS	1.232	27,7%	1.305	24,1%	5.287	26,7%	5.582	23,8%
<b>TOTAL</b>	<b>4.444</b>	<b>100%</b>	<b>5.416</b>	<b>100%</b>	<b>19.831</b>	<b>100%</b>	<b>23.462</b>	<b>100%</b>
<b>LIGHT</b>	<b>3.333</b>	<b>75,0%</b>	<b>4.135</b>	<b>76,3%</b>	<b>15.543</b>	<b>78,4%</b>	<b>18.303</b>	<b>78,0%</b>
<b>HEAVY</b>	<b>1.111</b>	<b>25,0%</b>	<b>1.281</b>	<b>23,7%</b>	<b>4.288</b>	<b>21,6%</b>	<b>5.159</b>	<b>22,0%</b>
<b>TOTAL</b>	<b>4.444</b>	<b>100%</b>	<b>5.416</b>	<b>100%</b>	<b>19.831</b>	<b>100%</b>	<b>23.462</b>	<b>100%</b>

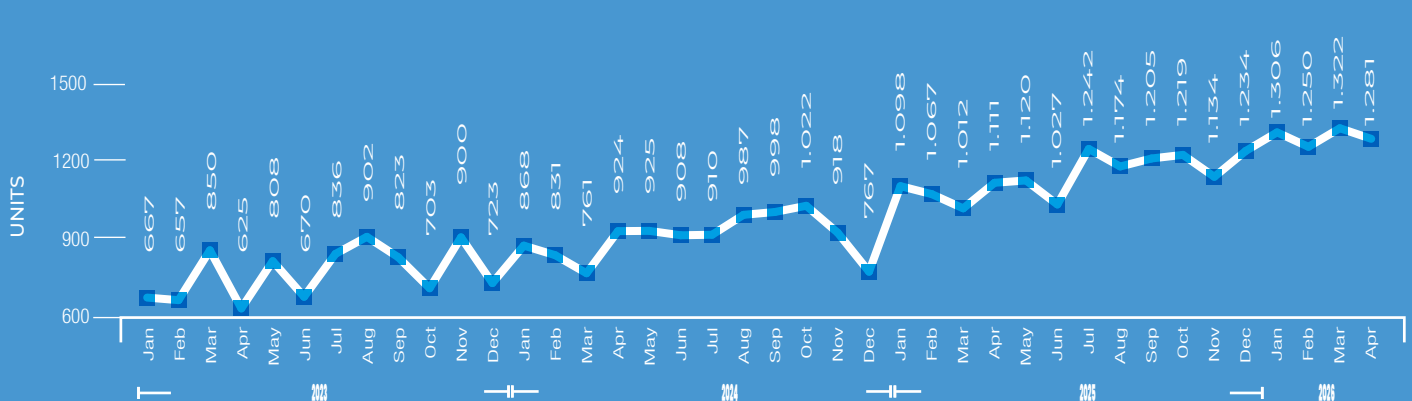
Some brands do not record sales in the periods prior to their entry and registration in the country, as well as before their affiliation with AIDVA

### 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



Asociación de Importadores y Distribuidores de Vehículos Automotres (AIDVA)



# 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

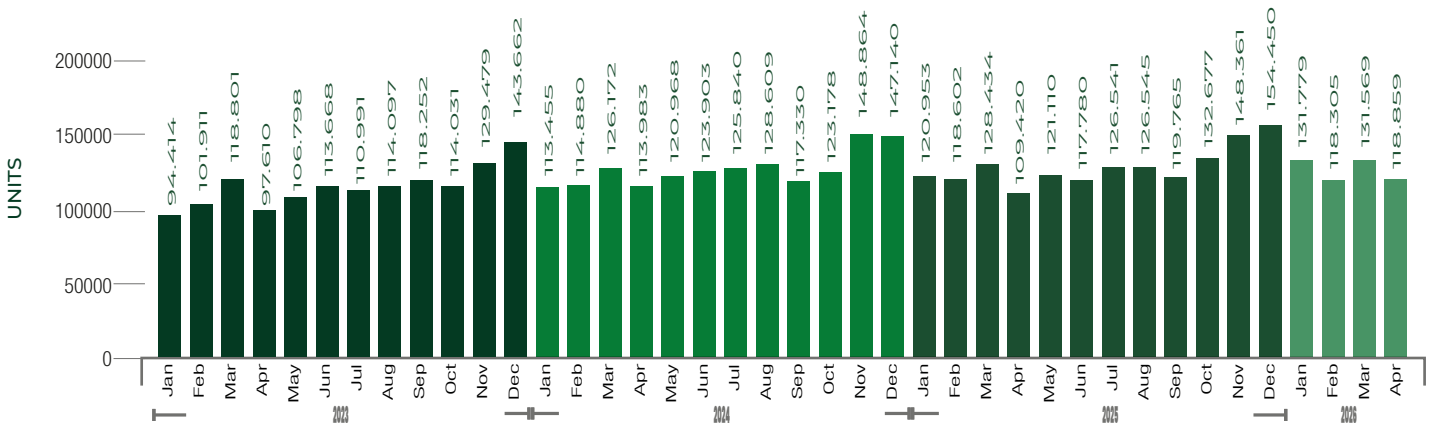
● Nominal GDP per capita (USD)  
Source: FMI

\* 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

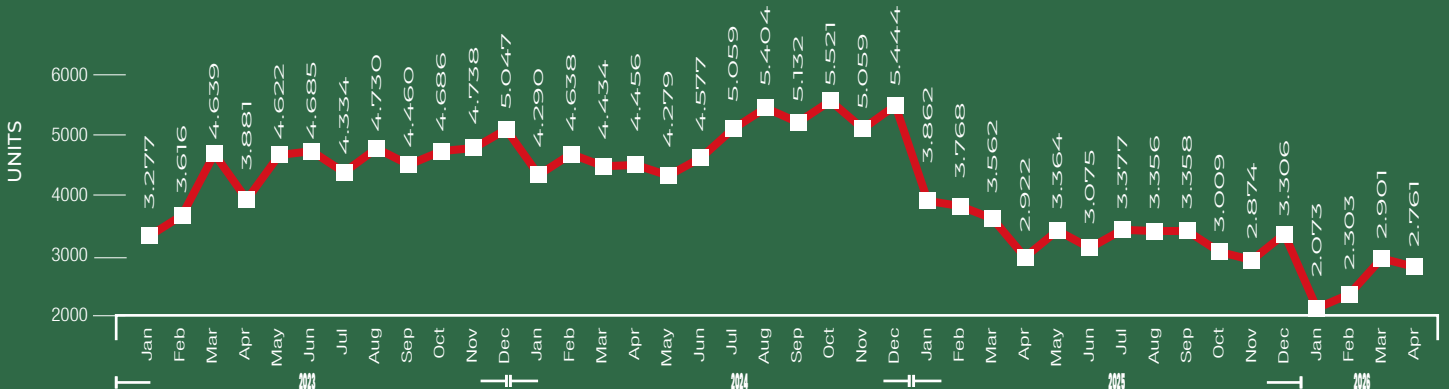
Brand	Sales by brand (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
NISSAN	19.209	17,1%	19.230	15,8%	84.557	17,2%	86.360	16,9%
CHEVROLET	13.829	12,3%	14.880	12,2%	59.603	12,1%	62.012	12,1%
VOLKSWAGEN	10.139	9,0%	10.444	8,6%	44.632	9,1%	44.353	8,7%
TOYOTA	9.022	8,0%	10.713	8,8%	39.124	8,0%	40.627	8,0%
KIA	8.371	7,5%	8.604	7,1%	34.679	7,1%	36.041	7,1%
MAZDA	7.937	7,1%	8.391	6,9%	34.112	6,9%	32.923	6,4%
MG MOTOR	4.450	4,0%	4.256	3,5%	15.560	3,2%	18.760	3,7%
RAM	2.579	2,3%	3.649	3,0%	11.091	2,3%	16.917	3,3%
HYUNDAI	3.907	3,5%	4.444	3,7%	16.269	3,3%	16.664	3,3%
FORD MOTOR	4.222	3,8%	3.770	3,1%	16.395	3,3%	16.160	3,2%
OTHERS	28.677	25,5%	33.239	27,3%	135.501	27,6%	139.733	27,4%
<b>TOTAL</b>	<b>112.342</b>	<b>100%</b>	<b>121.620</b>	<b>100%</b>	<b>491.523</b>	<b>100%</b>	<b>510.550</b>	<b>100%</b>
<b>LIGHT</b>	<b>109.420</b>	<b>97,4%</b>	<b>118.859</b>	<b>97,7%</b>	<b>477.409</b>	<b>97,1%</b>	<b>500.512</b>	<b>98,0%</b>
<b>HEAVY</b>	<b>2.922</b>	<b>2,6%</b>	<b>2.761</b>	<b>2,3%</b>	<b>14.114</b>	<b>2,9%</b>	<b>10.038</b>	<b>2,0%</b>
<b>TOTAL</b>	<b>112.342</b>	<b>100%</b>	<b>121.620</b>	<b>100%</b>	<b>491.523</b>	<b>100%</b>	<b>510.550</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)



# 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)

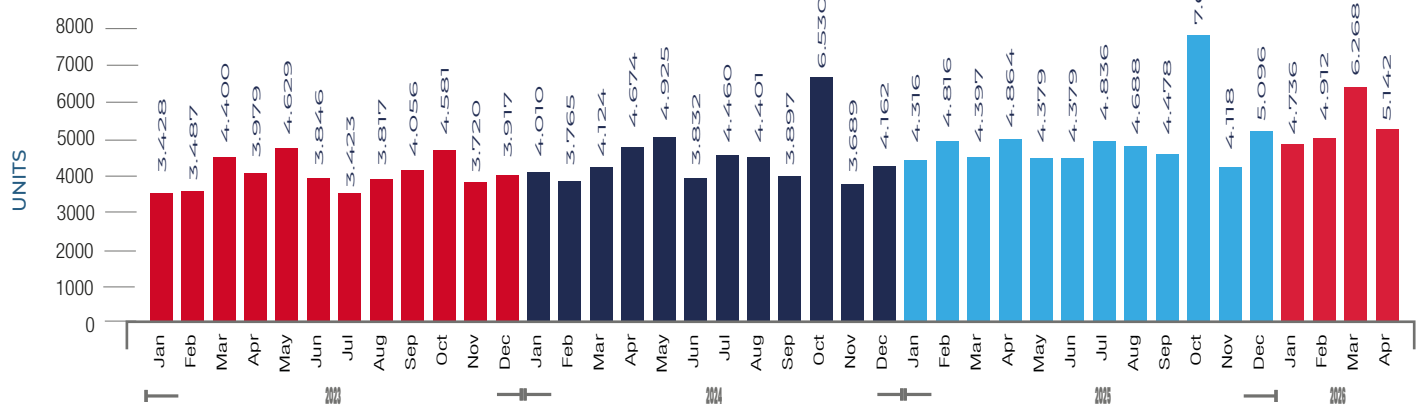
Source: FMI

\* 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

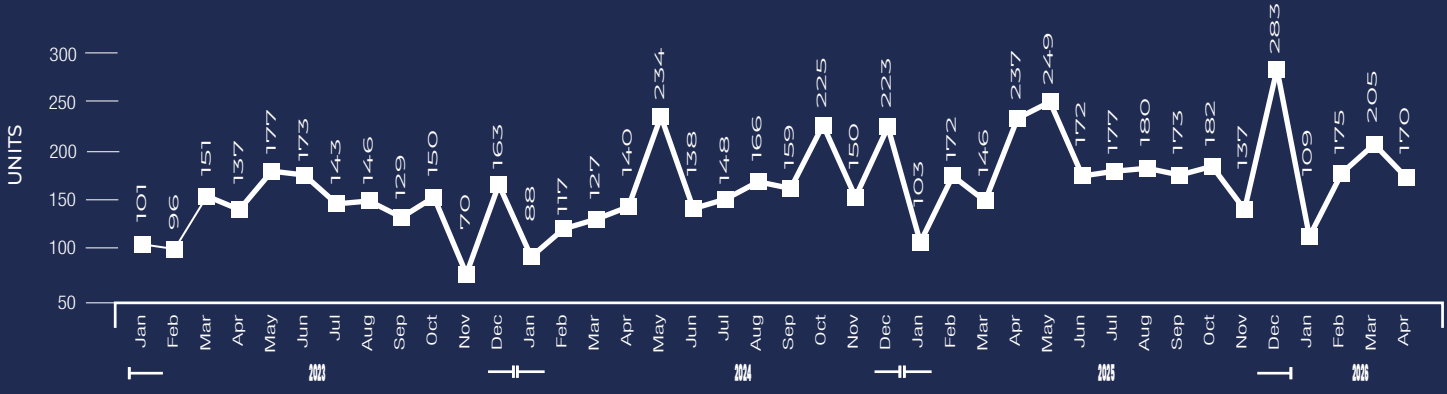
Brand	Sales by brand (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	904	17,7%	780	14,7%	4.094	21,5%	4.012	18,5%
HYUNDAI	571	11,2%	590	11,1%	2.317	12,2%	2.691	12,4%
KIA	585	11,5%	584	11,0%	2.565	13,5%	2.604	12,0%
SUZUKI	289	5,7%	278	5,2%	964	5,1%	1.078	5,0%
GEELY	261	5,1%	263	5,0%	969	5,1%	1.067	4,9%
JETOUR	171	3,4%	192	3,6%	619	3,2%	939	4,3%
CHANGAN	155	3,0%	243	4,6%	546	2,9%	788	3,6%
MITSUBISHI	217	4,3%	228	4,3%	633	3,3%	759	3,5%
ISUZU	152	3,0%	145	2,7%	451	2,4%	591	2,7%
NISSAN	216	4,2%	179	3,4%	693	3,6%	566	2,6%
OTHERS	1.580	31,0%	1.830	34,5%	5.200	27,3%	6.622	30,5%
<b>TOTAL</b>	<b>5.101</b>	<b>100%</b>	<b>5.312</b>	<b>100%</b>	<b>19.051</b>	<b>100%</b>	<b>21.717</b>	<b>100%</b>
<b>LIGHT</b>	<b>4.864</b>	<b>95,4%</b>	<b>5.142</b>	<b>96,8%</b>	<b>18.390</b>	<b>96,5%</b>	<b>21.052</b>	<b>96,9%</b>
<b>HEAVY</b>	<b>237</b>	<b>4,6%</b>	<b>170</b>	<b>3,2%</b>	<b>661</b>	<b>3,5%</b>	<b>665</b>	<b>3,1%</b>
<b>TOTAL</b>	<b>5.101</b>	<b>100%</b>	<b>5.312</b>	<b>100%</b>	<b>19.051</b>	<b>100%</b>	<b>21.717</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

# PERU

## Regional Automotive Market

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)

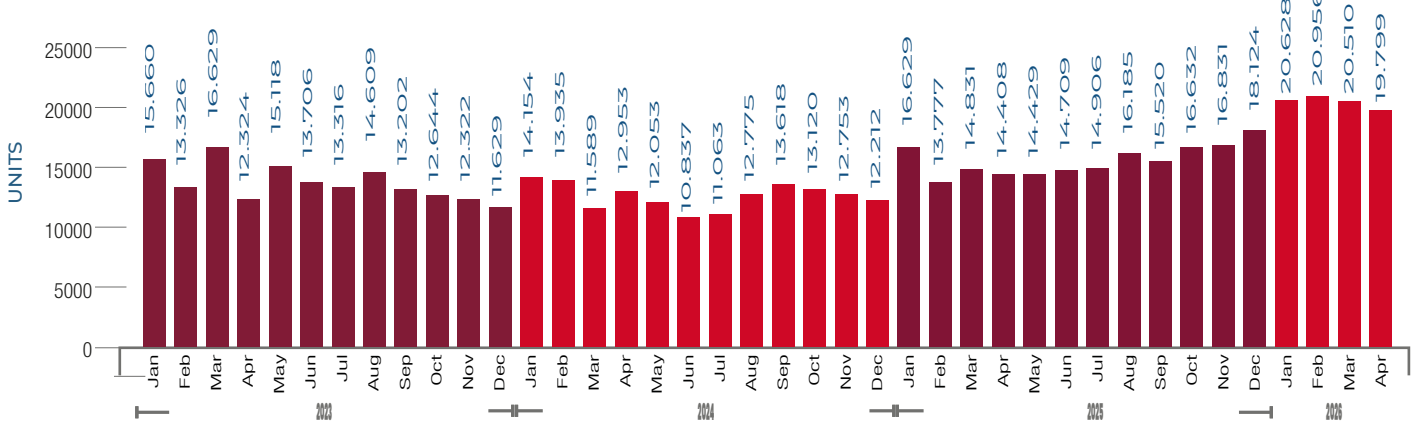
Source: FMI

\* 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 (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.899	17,8%	3.299	14,7%	12.219	18,2%	14.678	16,0%
HYUNDAI	1.429	8,8%	1.940	8,6%	5.729	8,5%	7.806	8,5%
KIA	1.271	7,8%	1.650	7,4%	5.476	8,2%	7.561	8,2%
CHANGAN	798	4,9%	1.428	6,4%	3.401	5,1%	5.595	6,1%
JETOUR	459	2,8%	949	4,2%	1.850	2,8%	4.262	4,6%
JAC	617	3,8%	949	4,2%	2.512	3,7%	3.955	4,3%
CHEVROLET	814	5,0%	1.059	4,7%	3.376	5,0%	3.937	4,3%
GEELY	429	2,6%	974	4,3%	1.566	2,3%	3.588	3,9%
FORD	603	3,7%	888	4,0%	2.313	3,5%	3.386	3,7%
CHERY	347	2,1%	869	3,9%	1.386	2,1%	2.900	3,2%
OTHERS	6.608	40,6%	8.436	37,6%	27.183	40,6%	34.351	37,3%
<b>TOTAL</b>	<b>16.274</b>	<b>100%</b>	<b>22.441</b>	<b>100%</b>	<b>67.011</b>	<b>100%</b>	<b>92.019</b>	<b>100%</b>
<b>LIGHT</b>	<b>14.408</b>	<b>88,5%</b>	<b>19.799</b>	<b>88,2%</b>	<b>59.645</b>	<b>89,0%</b>	<b>81.893</b>	<b>89,0%</b>
<b>HEAVY</b>	<b>1.866</b>	<b>11,5%</b>	<b>2.642</b>	<b>11,8%</b>	<b>7.366</b>	<b>11,0%</b>	<b>10.126</b>	<b>11,0%</b>
<b>TOTAL</b>	<b>16.274</b>	<b>100%</b>	<b>22.441</b>	<b>100%</b>	<b>67.011</b>	<b>100%</b>	<b>92.019</b>	<b>100%</b>

Monthly light vehicle sales\*\* (units)

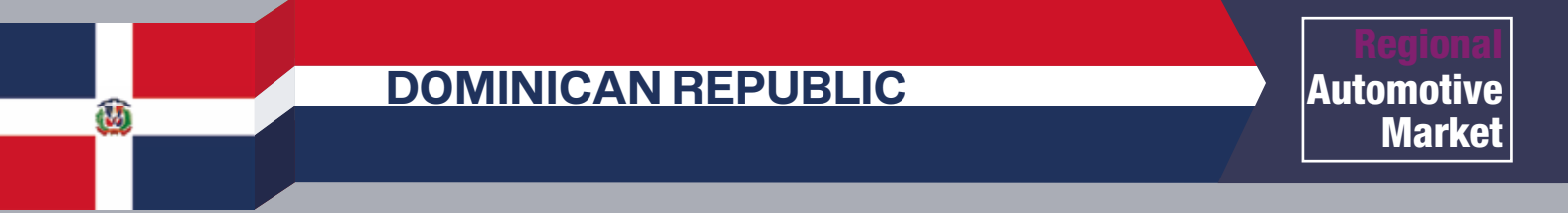


\*\*Light vehicles: Passenger cars, pick up, vans, station wagon and off road SUV

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



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



# 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)

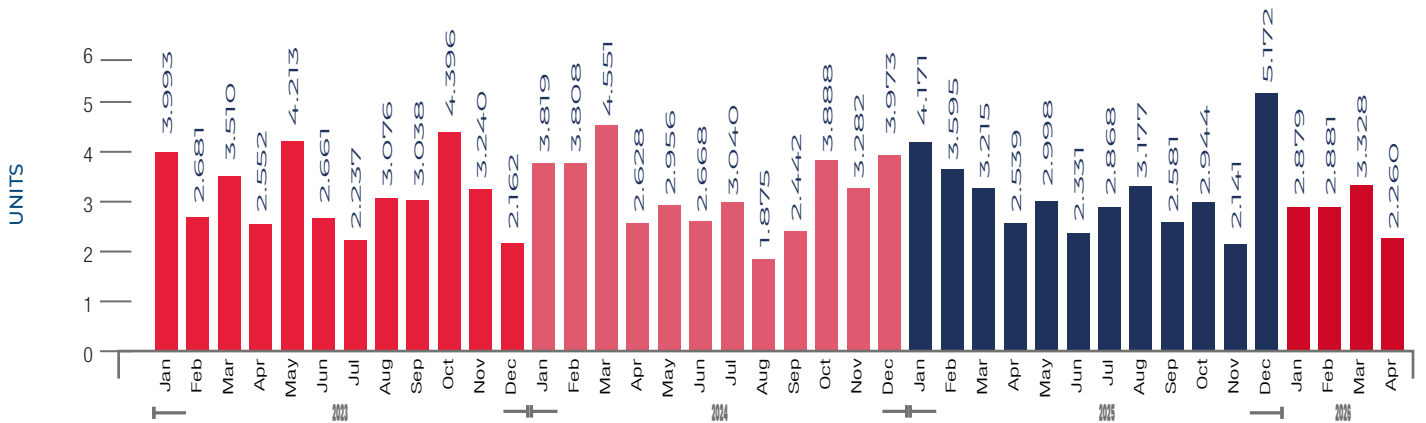
Source: FMI

\* 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 (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	480	15,0%	314	10,7%	2.370	13,9%	2.064	14,6%
HYUNDAI	312	9,7%	216	7,3%	1.645	9,6%	1.329	9,4%
KIA	355	11,1%	431	14,6%	2.600	15,2%	1.222	8,6%
ISUZU	244	7,6%	206	7,0%	1.653	9,7%	1.076	7,6%
CHANGAN	120	3,7%	203	6,9%	491	2,9%	974	6,9%
SUZUKI	111	3,5%	120	4,1%	816	4,8%	659	4,7%
CHEVROLET	203	6,3%	109	3,7%	599	3,5%	640	4,5%
NISSAN	109	3,4%	100	3,4%	546	3,2%	476	3,4%
HONDA	52	1,6%	104	3,5%	506	3,0%	440	3,1%
JETOUR	42	1,3%	76	2,6%	220	1,3%	429	3,0%
OTHERS	1.173	36,6%	1.067	36,2%	5.643	33,0%	4.862	34,3%
<b>TOTAL</b>	<b>3.201</b>	<b>100%</b>	<b>2.946</b>	<b>100%</b>	<b>17.089</b>	<b>100%</b>	<b>14.171</b>	<b>100%</b>
<b>LIGHT</b>	<b>2.539</b>	<b>79,3%</b>	<b>2.260</b>	<b>76,7%</b>	<b>13.520</b>	<b>79,1%</b>	<b>11.348</b>	<b>80,1%</b>
<b>HEAVY</b>	<b>662</b>	<b>20,7%</b>	<b>686</b>	<b>23,3%</b>	<b>3.569</b>	<b>20,9%</b>	<b>2.823</b>	<b>19,9%</b>
<b>TOTAL</b>	<b>3.201</b>	<b>100%</b>	<b>2.946</b>	<b>100%</b>	<b>17.089</b>	<b>100%</b>	<b>14.171</b>	<b>100%</b>

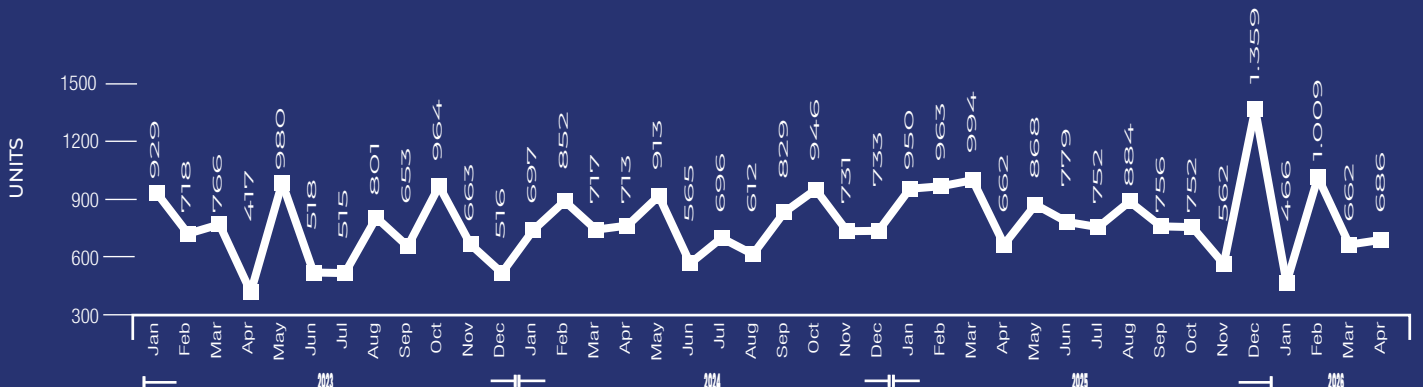
Light: SUV, passenger cars, Pick up, VAN  
Heavy: trucks and buses

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

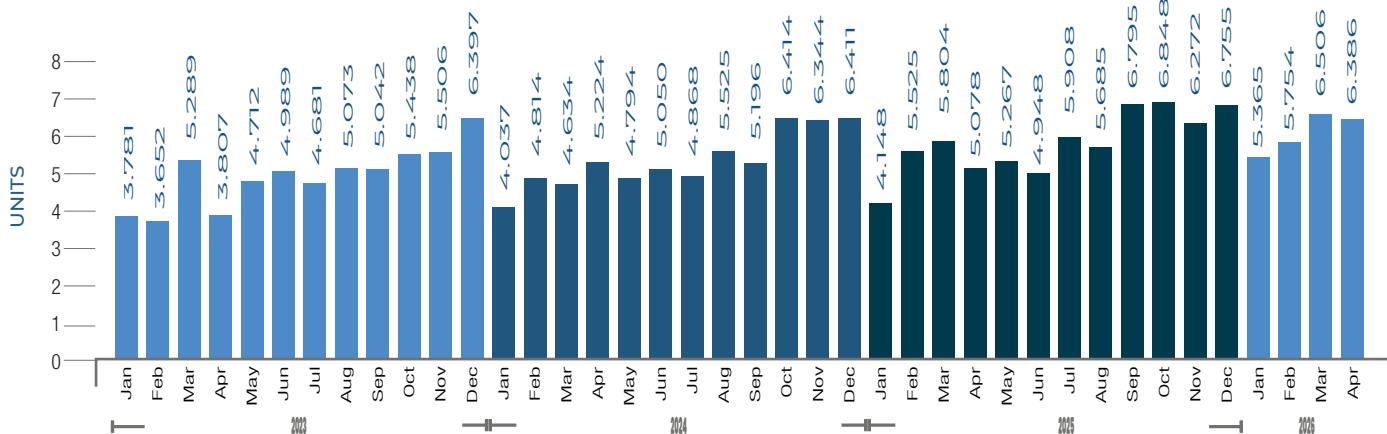
Nominal GDP per capita (USD)  
Source: FMI

\* 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

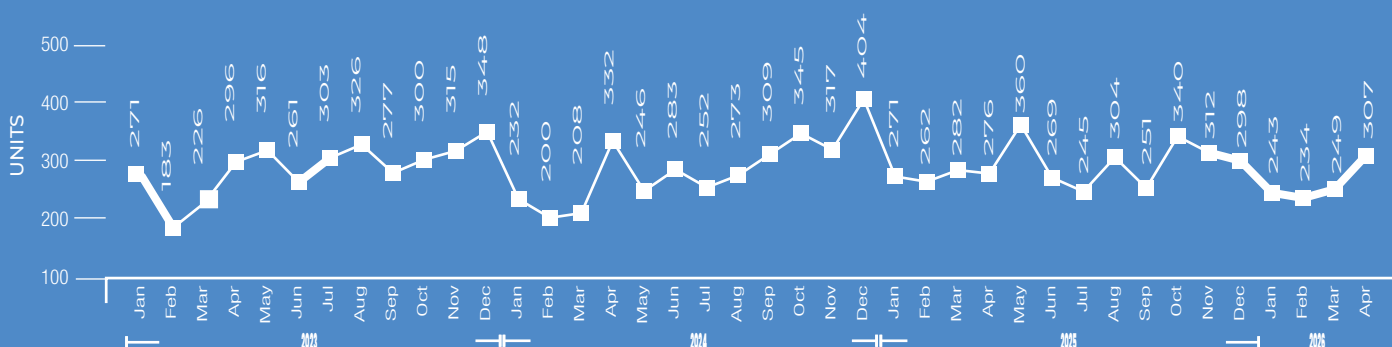
Brand	Sales by brand (April 2025)		Sales by brand (April 2026)		Accumulated sales by brand (January - April 2025)		Accumulated sales by brand (January - April 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
BYD	529	9,9%	849	12,7%	1.854	8,6%	2.966	11,8%
FIAT	710	13,3%	665	9,9%	3.465	16,0%	2.634	10,5%
CHEVROLET	426	8,0%	541	8,1%	2.167	10,0%	2.016	8,0%
VOLKSWAGEN	525	9,8%	444	6,6%	1.894	8,7%	1.762	7,0%
SUZUKI	191	3,6%	390	5,8%	1.303	6,0%	1.652	6,6%
RENAULT	513	9,6%	440	6,6%	1.771	8,2%	1.643	6,6%
HYUNDAI	363	6,8%	324	4,8%	1.564	7,2%	1.143	4,6%
DONGFENG	126	2,4%	268	4,0%	391	1,8%	1.062	4,2%
JETOUR	42	0,8%	222	3,3%	266	1,2%	784	3,1%
GEELY	38	0,7%	251	3,8%	233	1,1%	724	2,9%
OTHERS	1.891	35,3%	2.299	34,3%	6.738	31,1%	8.658	34,6%
<b>TOTAL</b>	<b>5.354</b>	<b>100%</b>	<b>6.693</b>	<b>100%</b>	<b>21.646</b>	<b>100%</b>	<b>25.044</b>	<b>100%</b>
<b>LIGHT</b>	<b>5.078</b>	<b>94,8%</b>	<b>6.386</b>	<b>95,4%</b>	<b>20.555</b>	<b>95,0%</b>	<b>24.011</b>	<b>95,9%</b>
<b>HEAVY</b>	<b>276</b>	<b>5,2%</b>	<b>307</b>	<b>4,6%</b>	<b>1.091</b>	<b>5,0%</b>	<b>1.033</b>	<b>4,1%</b>
<b>TOTAL</b>	<b>5.354</b>	<b>100%</b>	<b>6.693</b>	<b>100%</b>	<b>21.646</b>	<b>100%</b>	<b>25.044</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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