



ALADDA

Asociación Latinoamericana de
Distribuidores de Automotores

Regional Automotive Market



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Regional Market
by the end of june 2026

Distributed for



With the support AEADE **80** AÑOS

Regional automotive market - Summary

In Jun 2026 in comparison with Jun 2025: increase in **19.5%** in sales.

In Jun:

Total Vehicles Sales

- Highest y-o-y growth: Venezuela (**74.7%**) and Colombia (**61.6%**)
- Highest y-o-y decrease: Argentina (**12.8%**) and Costa Rica (**2.0%**)

Light Vehicles Sales:



- **Highest y-o-y growth:** Venezuela (**63.6%**), Peru (**53.1%**) and Colombia (**49.4%**)
- **Highest y-o-y decrease:** Argentina (**13.7%**) and Costa Rica (**1.7%**).

Heavy Vehicles Sales:



- **Highest y-o-y growth:** Colombia (**193.5%**), Venezuela (**100.6%**) and Ecuador (**69.9%**)
- **Only y-o-y decrease:** Panama (**18.8%**)

COUNTRIES		Jun 2025	Jun 2026	Jan-jun 2025	Jan-jun 2026	% VAR jun 2026 -2025	% VAR jan - jun 2026 -2025
	BRAZIL	212.857	272.466	1.198.703	1.420.127	28%↑	18.5%↑
	MEXICO	120.855	130.096	736.852	770.590	7.6%↑	4.6%↑
	ARGENTINA	52.730	45.995	326.549	292.555	-12.8%↓	-10.4%↓
	CHILE	25.790	28.150	154.141	161.021	9.2%↑	4.5%↑
	COLOMBIA	18.000	29.086	105.033	157.869	61.6%↑	50.3%↑
	PERU	16.725	25.565	100.073	140.721	52.9%↑	40.6%↑
	ECUADOR	10.002	14.412	55.274	78.185	44.1%↑	41.4%↑
	URUGUAY	5.217	6.782	32.490	38.527	30%↑	18.6%↑
	COSTA RICA*	6.479	6.352	37.633	37.022	-2%↓	-1.6%↓
	GUATEMALA	5.025	6.277	30.011	35.719	24.9%↑	19%↑
	PANAMA	4.551	4.533	28.230	31.222	-0.4%↓	10.6%↑
	VENEZUELA	2.789	4.872	15.095	25.173	74.7%↑	66.8%↑
Total		481.020	574.586	2.820.084	3.188.731	19.5%↑	13.1%↑

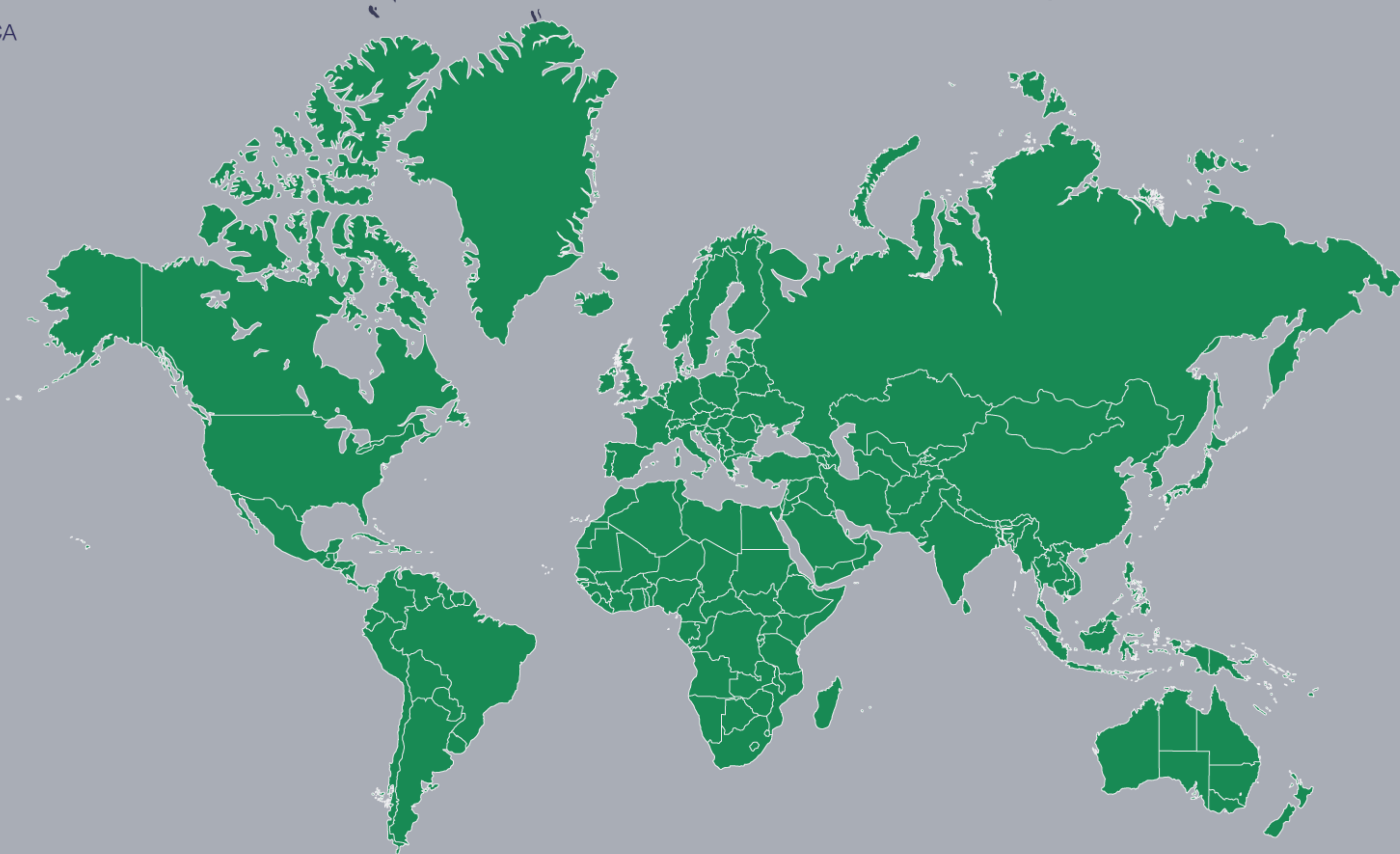
*Imports

Regional
Automotive Market

Vehicles sales
by continents

America sales		Europe sales		Asia & Oceania sales		Africa sales	
2021	22.003.539	2021	16.874.490	2021	43.618.875	2021	1.133.520
2022	20.877.258	2022	15.071.434	2022	45.952.883	2022	1.075.740
2023	23.215.717	2023	17.934.268	2023	50.641.764	2023	1.050.105
2024	24.168.628	2024	18.688.015	2024	51.393.882	2024	1.053.734
2025	24.864.617	2025	18.605.313	2025	55.018.183	2025	1.285.408

Source: OICA



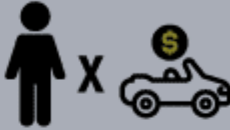
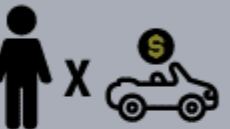
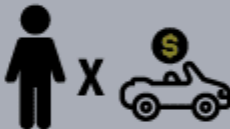
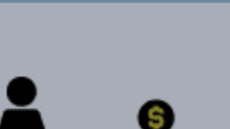
Historical vehicle sales of
member countries

* Imports	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	48.467
		PARAGUAY	32.677	30.685	32.560	39.420
		VENEZUELA	3.998	7.313	17.558	38.610
		BOLIVIA	45.724	51.012	29.692	
	Total		4.965.878	5.365.426	5.792.311	6.172.696

Regional
Automotive Market

Total Vehicle Sales

Thousand units

Country	June 2025	June 2026	Jan-Jun 2025	Jan-Jun 2026	Ratio (population / light vehicle sales)
	212,9	272,5	1.198,7	1.420,1	2024: 86 2025: 84 
	120,9	130,1	736,9	770,6	2024: 88 2025: 87 
	52,7	46,0	326,5	292,6	2024: 121 2025: 83 
	25,8	28,2	154,1	161,0	2024: 66 2025: 64 
	18,0	29,1	105,0	157,9	2024: 285 2025: 230 
	16,7	25,6	100,1	140,7	2024: 226 2025: 184 
	10,0	14,4	55,3	78,2	2024: 183 2025: 164 
Imports 	6,5	6,4	37,6	37,0	2024: 76 2025: 81 
	5,2	6,8	32,5	38,5	2024: 57 2025: 50 
	5,0	6,3	30,0	35,7	2024: 378 2025: 373 
	4,6	4,5	28,2	31,2	2024: 86 2025: 79 
	-	-	-	-	2024: 248 2025: 188 
	-	-	-	-	2024: 277 2025: 288 
	2,8	4,9	15,1	25,2	2024: 4.967 2025: 2.296 

Regional Automotive Market

Vehicle sales Light and heavy

Thousand units

Country	Light vehicle sales				Heavy vehicle sales			
	Jun 2025	Jun 2026	Jan-Jun 2025	Jan-Jun 2026	Jun 2025	Jun 2026	Jan-Jun 2025	Jan-Jun 2026
	202,2	260,5	1.131,6	1.359,1	10,7	12,0	67,1	61,0
	117,8	126,9	716,3	754,5	3,1	3,2	20,6	16,1
	50,1	43,2	309,4	275,1	2,6	2,8	17,2	17,5
	24,8	27,0	147,9	155,2	1,0	1,2	6,2	5,8
	16,5	24,6	95,6	140,8	1,5	4,5	9,5	17,0
	14,7	22,5	88,8	125,0	2,0	3,1	11,3	15,8
	9,0	12,8	49,1	69,5	1,0	1,7	6,2	8,7
Imports 	5,9	5,8	34,1	33,0	0,5	0,6	3,5	4,0
	4,9	6,5	30,8	36,8	0,3	0,3	1,7	1,7
	4,0	5,0	23,6	27,9	1,0	1,2	6,4	7,8
	4,4	4,4	27,1	30,2	0,2	0,1	1,1	1,0
	-	-	-	-	-	-	-	-
	-	-	-	-	-	-	-	-
	2,0	3,2	10,7	17,9	0,8	1,7	4,4	7,3



ARGENTINA

Regional
Automotive
Market

Vehicle sales
per thousand inhabitants*

Nominal GDP per capita (USD)

2021

2022

2023

2024

2025

8,410.632

8,813.620

9,513.823

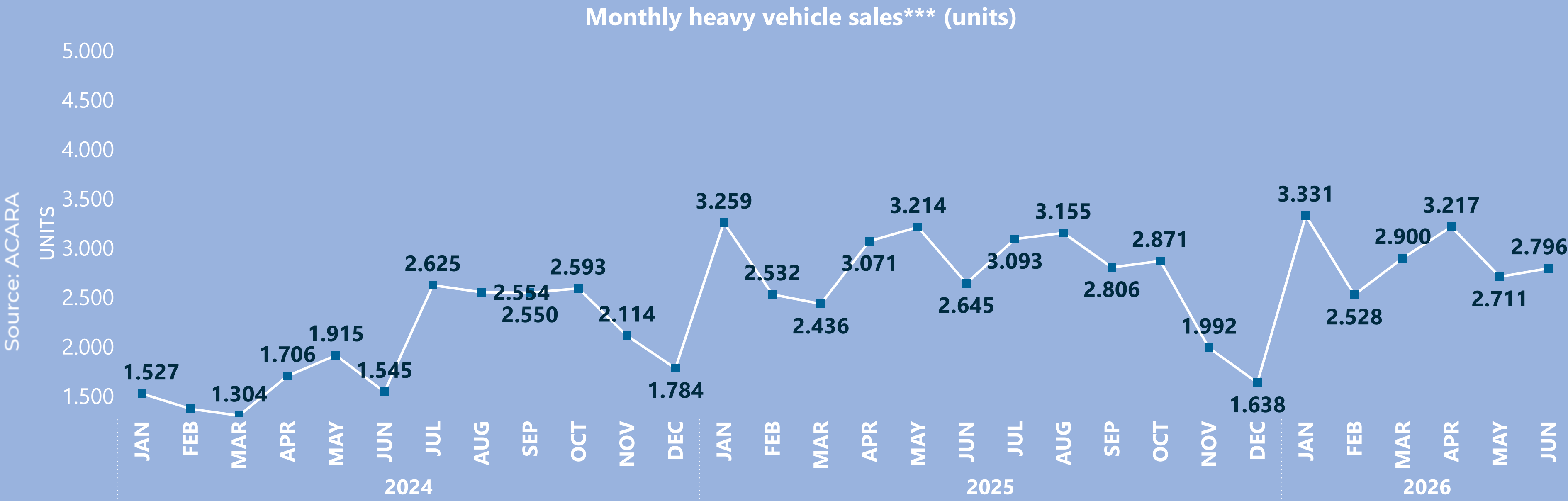
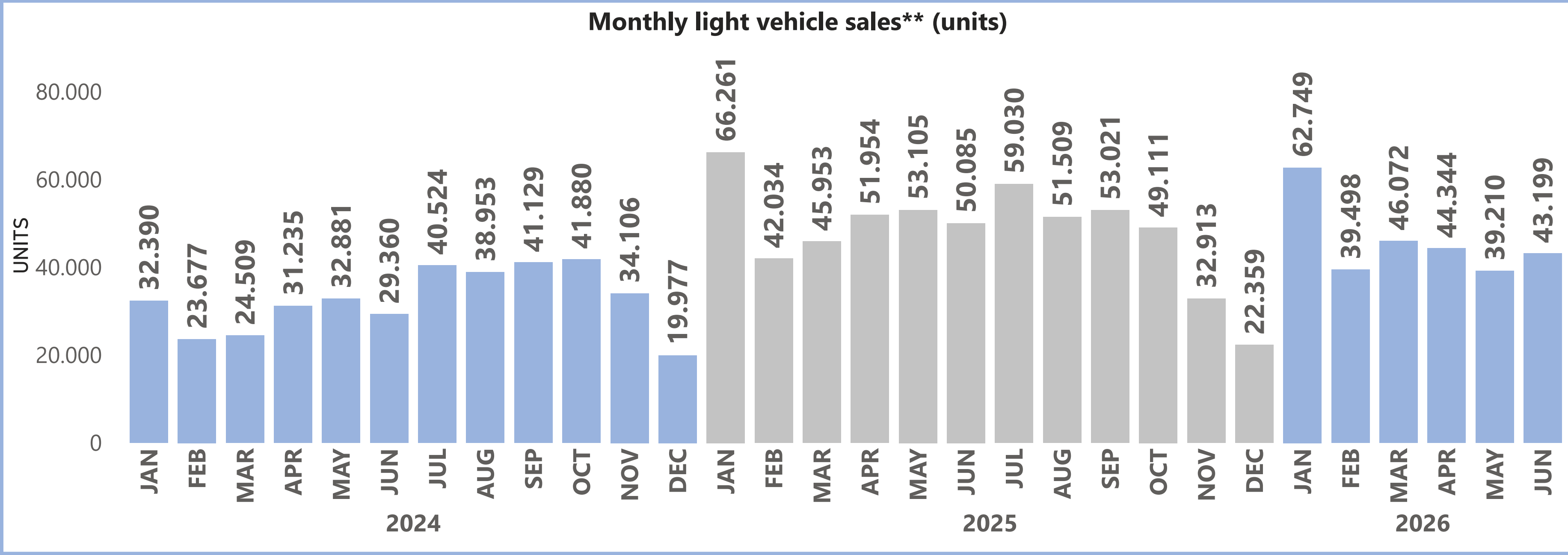
8,812.814

12,714.359

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.

		Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
Brand		Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
Light: Passenger cars and light commercial vehicles Heavy: Heavy commercial vehicles	VOLKSWAGEN	8.206	15,6 %	5.666	12,3 %	54.073	16,6 %	38.651	13,2 %
	TOYOTA	8.246	15,6 %	6.775	14,7 %	52.729	16,1 %	38.422	13,1 %
	FIAT	7.276	13,8 %	5.226	11,4 %	42.783	13,1 %	33.867	11,6 %
	FORD	3.408	6,5 %	4.375	9,5 %	24.012	7,4 %	26.686	9,1 %
	CHEVROLET	4.424	8,4 %	3.847	8,4 %	22.592	6,9 %	23.528	8,0 %
	RENAULT	5.268	10,0 %	2.670	5,8 %	31.602	9,7 %	20.388	7,0 %
	PEUGEOT	4.335	8,2 %	2.718	5,9 %	28.943	8,9 %	20.349	7,0 %
	CITROEN	2.031	3,9 %	1.725	3,8 %	13.935	4,3 %	10.702	3,7 %
	MERCEDES BENZ	1.116	2,1 %	1.341	2,9 %	7.531	2,3 %	9.360	3,2 %
	BYD			1.740	3,8 %			8.223	2,8 %
	OTHERS	8.420	16,0 %	9.912	21,6 %	48.349	14,8 %	62.379	21,3 %
	Total	52.730	100,0 %	45.995	100,0 %	326.549	100,0 %	292.555	100,0 %
	LIGHT	50.085	95,0 %	43.199	93,9 %	309.392	94,7 %	275.072	94,0 %
	HEAVY	2.645	5,0 %	2.796	6,1 %	17.157	5,3 %	17.483	6,0 %
	Total	52.730	100,0 %	45.995	100,0 %	326.549	100,0 %	292.555	100,0 %





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)

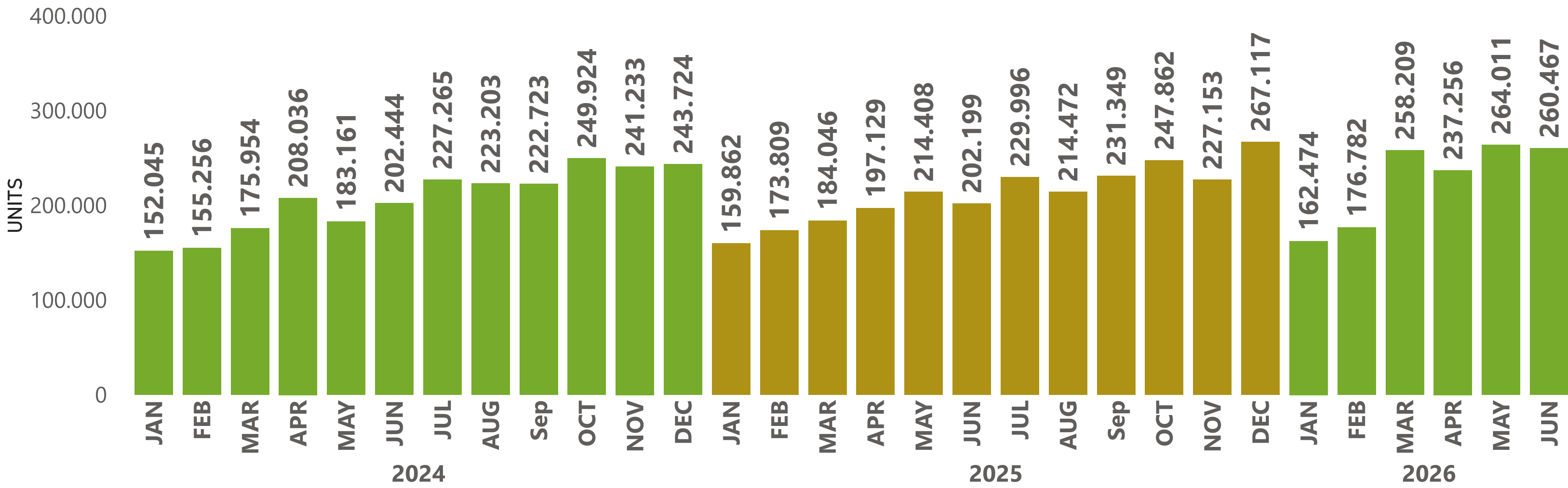
Source: FMI

*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

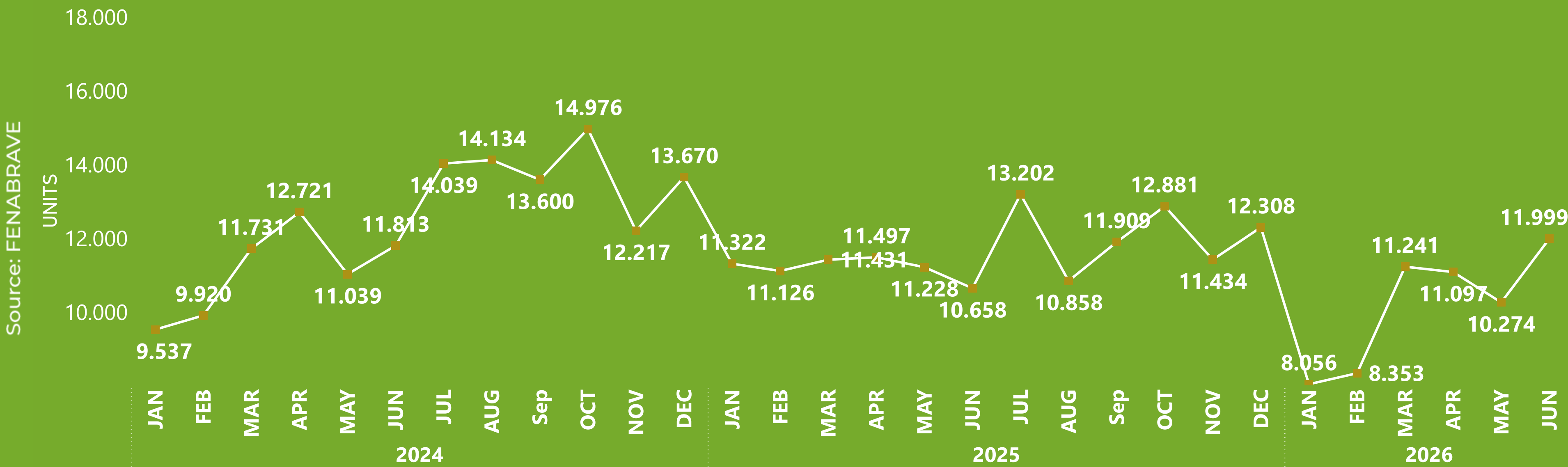
Brand	Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
FIAT	41.834	19,7 %	49.082	18,0 %	241.418	20,1 %	270.941	19,1 %
VOLKSWAGEN	40.016	18,8 %	49.089	18,0 %	202.487	16,9 %	241.215	17,0 %
GM	21.923	10,3 %	26.688	9,8 %	119.844	10,0 %	140.706	9,9 %
BYD	8.182	3,8 %	21.268	7,8 %	47.803	4,0 %	99.137	7,0 %
HYUNDAI	16.201	7,6 %	16.430	6,0 %	86.329	7,2 %	96.727	6,8 %
TOYOTA	14.908	7,0 %	14.505	5,3 %	89.008	7,4 %	79.969	5,6 %
RENAULT	10.403	4,9 %	10.869	4,0 %	60.742	5,1 %	63.873	4,5 %
JEEP	9.157	4,3 %	10.255	3,8 %	55.557	4,6 %	56.418	4,0 %
HONDA	9.186	4,3 %	10.033	3,7 %	50.687	4,2 %	53.540	3,8 %
CHERY	4.742	2,2 %	7.152	2,6 %	28.255	2,4 %	37.013	2,6 %
OTHERS	36.305	17,1 %	57.095	21,0 %	216.573	18,1 %	280.588	19,8 %
Total	212.857	100,0 %	272.466	100,0 %	1.198.703	100,0 %	1.420.127	100,0 %
LIGHT	202.199	95,0 %	260.467	95,6 %	1.131.579	94,4 %	1.359.107	95,7 %
HEAVY	10.658	5,0 %	11.999	4,4 %	67.124	5,6 %	61.020	4,3 %
Total	212.857	100,0 %	272.466	100,0 %	1.198.703	100,0 %	1.420.127	100,0 %

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

Vehicle sales per thousand inhabitants*

Nominal GDP per capita (USD)

Source: FMI

2021

22,1

16.092

2022

22,5

15.166

2023

16,5

16.815

2024

15,9

16.365

2025

16,2

17.181

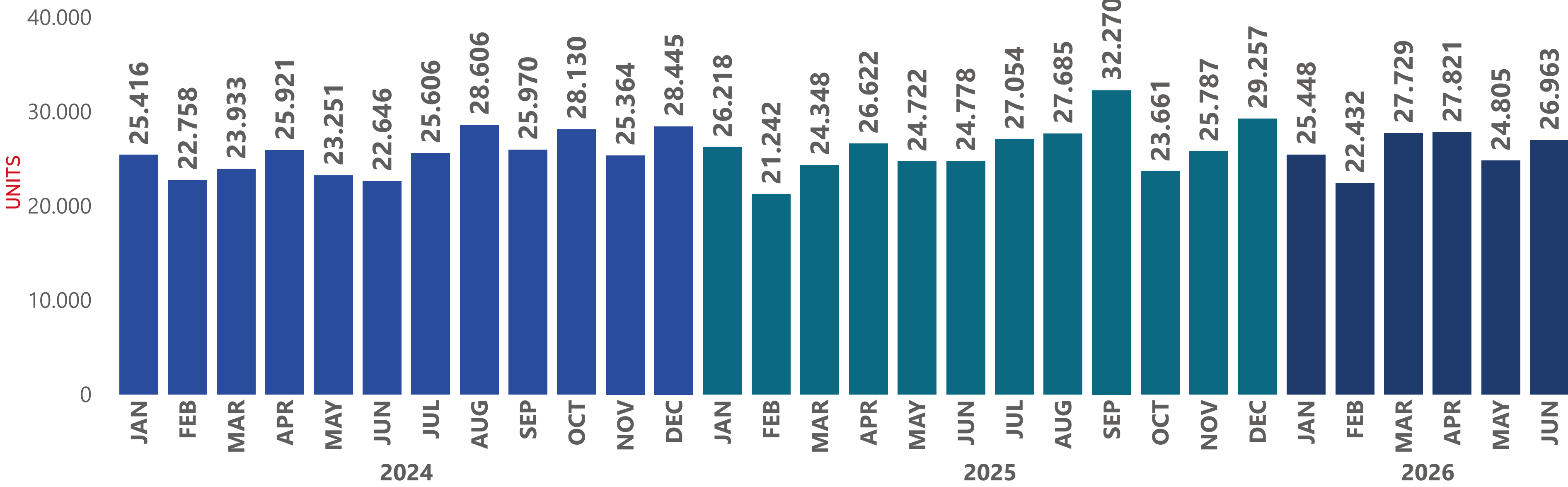
*This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

Light: Passenger cars, pick up, commercial cars and SUV Heavy: Trucks		Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
	Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
	TOYOTA	1.950	7,6 %	2.160	7,7 %	11.686	7,6 %	12.657	7,9 %
	SUZUKI	1.638	6,4 %	2.001	7,1 %	11.188	7,3 %	11.782	7,3 %
	HYUNDAI	1.585	6,1 %	1.735	6,2 %	9.684	6,3 %	10.140	6,3 %
	KIA	1.307	5,1 %	1.420	5,0 %	9.042	5,9 %	8.995	5,6 %
	CHEVROLET	1.509	5,9 %	1.497	5,3 %	9.456	6,1 %	8.686	5,4 %
	GWM	1.122	4,4 %	1.227	4,4 %	6.390	4,1 %	8.034	5,0 %
	FORD	1.066	4,1 %	1.467	5,2 %	7.428	4,8 %	7.842	4,9 %
	CHANGAN	979	3,8 %	1.309	4,7 %	5.492	3,6 %	7.430	4,6 %
	PEUGEOT	1.458	5,7 %	1.135	4,0 %	8.141	5,3 %	6.834	4,2 %
	MITSUBISHI	1.164	4,5 %	1.010	3,6 %	6.419	4,2 %	5.932	3,7 %
	OTHERS	12.012	46,6 %	13.189	46,9 %	69.215	44,9 %	72.689	45,1 %
	Total	25.790	100,0 %	28.150	100,0 %	154.141	100,0 %	161.021	100,0 %
	LIGHT	24.778	96,1 %	26.963	95,8 %	147.930	96,0 %	155.198	96,4 %
	HEAVY	1.012	3,9 %	1.187	4,2 %	6.211	4,0 %	5.823	3,6 %
Total	25.790	100,0 %	28.150	100,0 %	154.141	100,0 %	161.021	100,0 %	

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

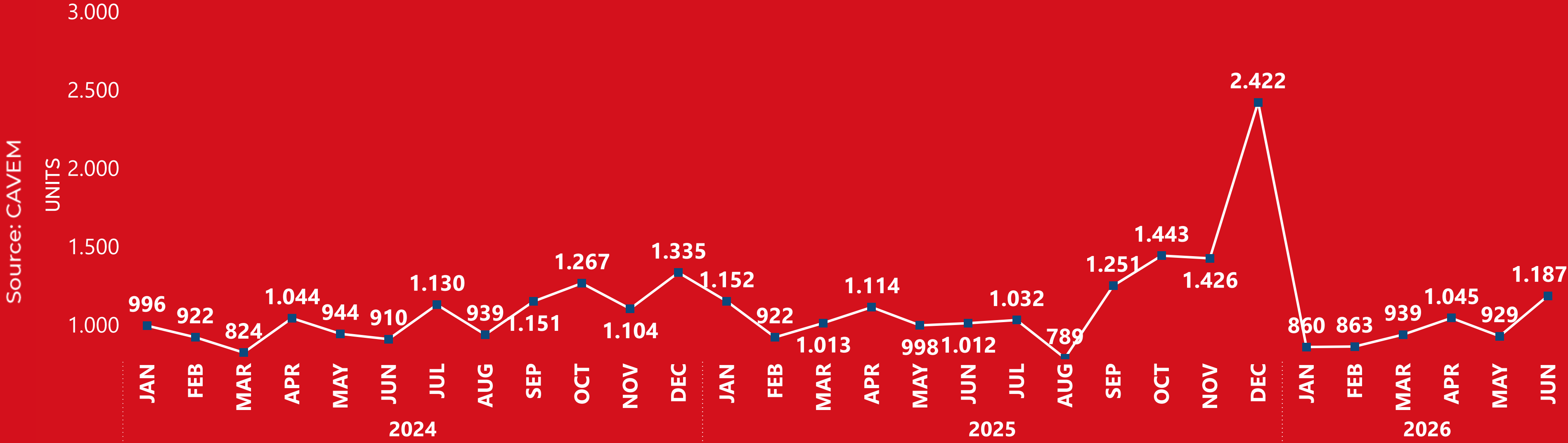
The participation is calculated based on total sales, including light and heavy vehicles

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



*** Heavy vehicles: trucks

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

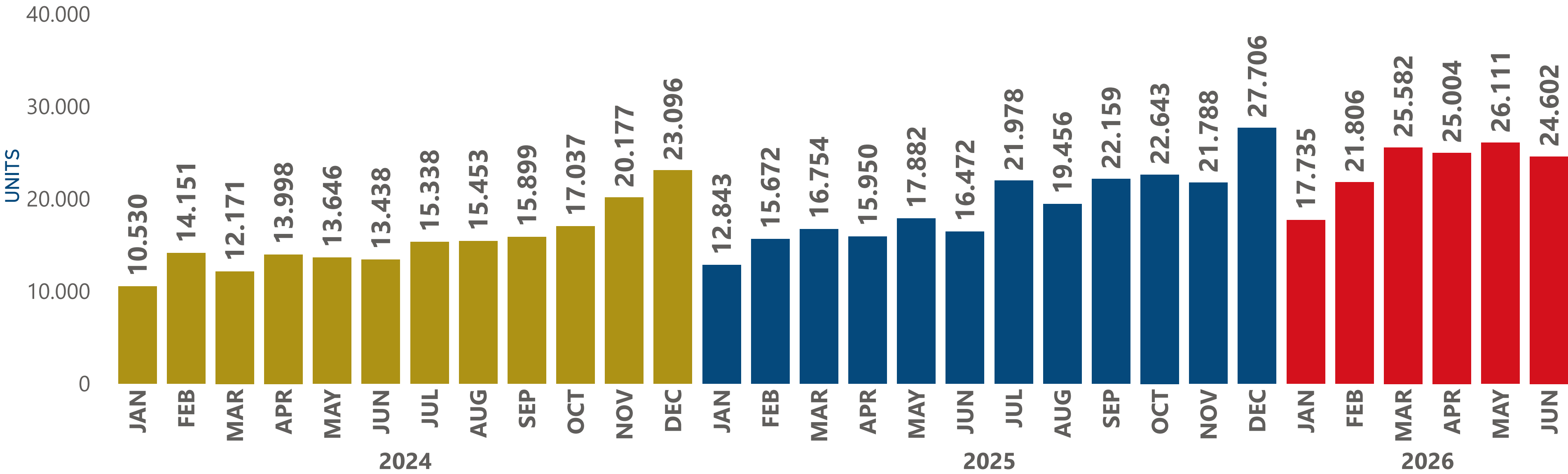
● Nominal GDP per capita (USD)
Source: FMI

*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

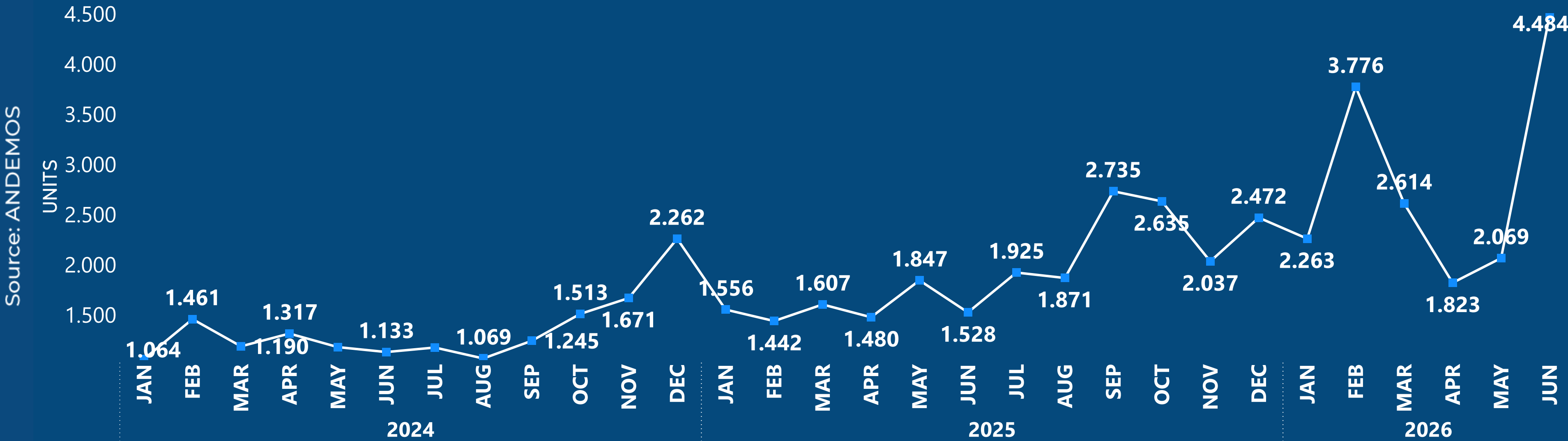
Brand	Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
KIA	2.424	13,5 %	3.002	10,3 %	13.835	13,2 %	20.464	13,0 %
RENAULT	2.593	14,4 %	2.594	8,9 %	14.157	13,5 %	15.861	10,0 %
TOYOTA	2.319	12,9 %	2.868	9,9 %	11.742	11,2 %	12.729	8,1 %
CHEVROLET	1.671	9,3 %	2.461	8,5 %	8.802	8,4 %	12.171	7,7 %
MAZDA	1.060	5,9 %	1.932	6,6 %	9.363	8,9 %	11.731	7,4 %
TESLA	2	0,0 %	2.428	8,3 %	8	0,0 %	10.167	6,4 %
SUZUKI	663	3,7 %	1.541	5,3 %	4.990	4,8 %	8.445	5,3 %
NISSAN	1.075	6,0 %	1.095	3,8 %	5.919	5,6 %	6.625	4,2 %
HYUNDAI	876	4,9 %	1.116	3,8 %	4.918	4,7 %	6.508	4,1 %
VOLKSWAGEN	692	3,8 %	1.079	3,7 %	4.174	4,0 %	6.252	4,0 %
OTHERS	4.625	25,7 %	8.970	30,8 %	27.125	25,8 %	46.916	29,7 %
Total	18.000	100,0 %	29.086	100,0 %	105.033	100,0 %	157.869	100,0 %
LIGHT	16.472	91,5 %	24.602	84,6 %	95.573	91,0 %	140.840	89,2 %
HEAVY	1.528	8,5 %	4.484	15,4 %	9.460	9,0 %	17.029	10,8 %
Total	18.000	100,0 %	29.086	100,0 %	105.033	100,0 %	157.869	100,0 %

Monthly light vehicle sales** (units)



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

Monthly heavy vehicle sales*** (units)



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



COSTA RICA

Regional Automotive Market

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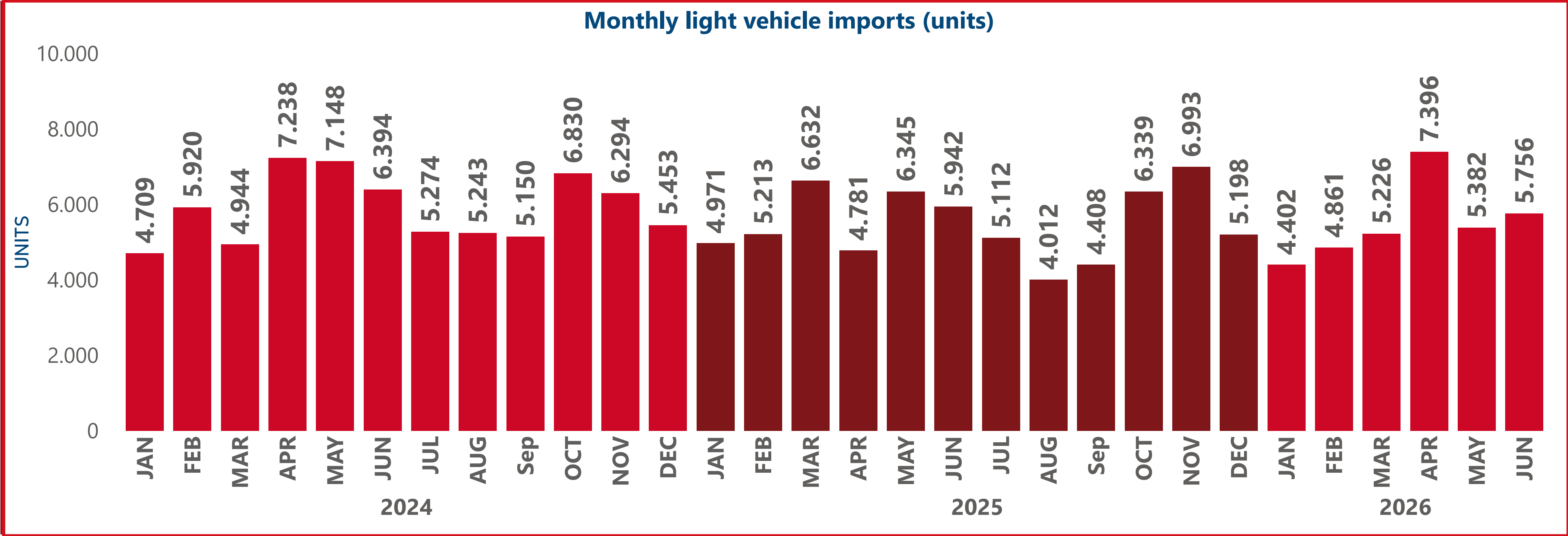


Source: FMI

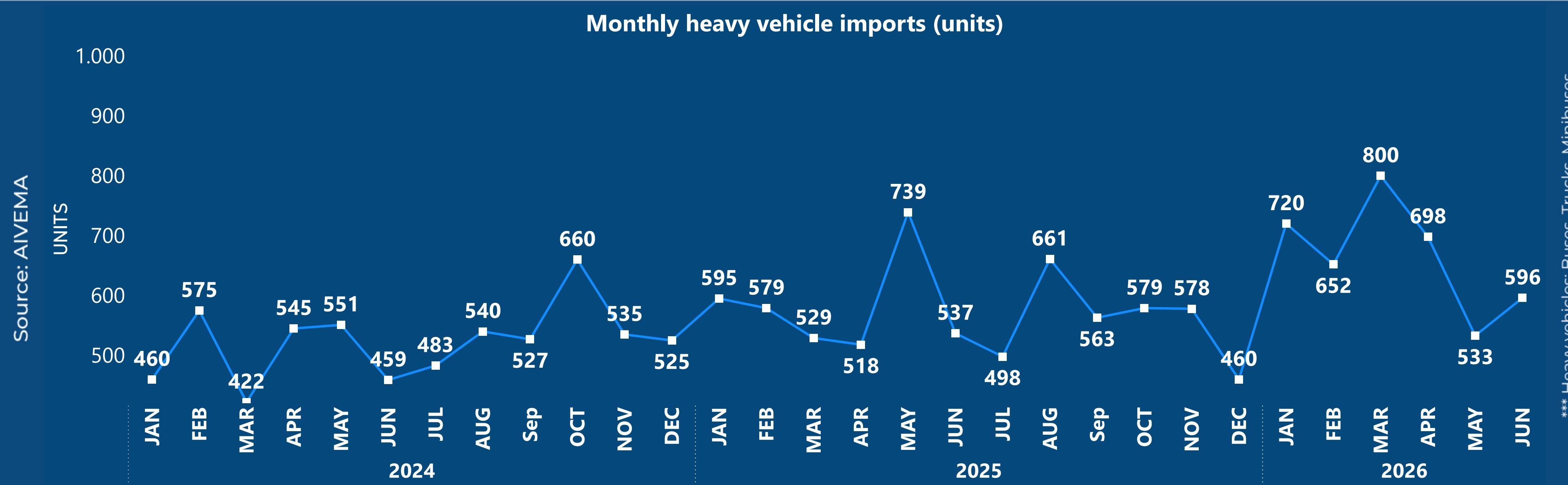
*This indicator reflects the number of new vehicles imported per thousand inhabitants. Its purpose is to measure the relationship between vehicle imports volume—including light and heavy vehicles—and the size of the population.

Light: Panel, Pickup trucks, Sedans, SUVs, Hatchbacks Heavy: Buses, Trucks, Minibuses	Imports by brand (June 2025)		Imports by brand (June 2026)		Accumulated imports by brand (Jan-June 2025)		Accumulated imports by brand (Jan-June 2026)		
	Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
	TOYOTA	1.316	20,3 %	1.225	19,3 %	7.593	20,2 %	6.035	16,3 %
	NISSAN	711	11,0 %	607	9,6 %	3.649	9,7 %	3.216	8,7 %
	SUZUKI	397	6,1 %	396	6,2 %	2.625	7,0 %	2.757	7,4 %
	MITSUBISHI	393	6,1 %	506	8,0 %	1.965	5,2 %	2.517	6,8 %
	GEELY	289	4,5 %	509	8,0 %	2.161	5,7 %	2.457	6,6 %
	HYUNDAI	266	4,1 %	273	4,3 %	1.945	5,2 %	1.928	5,2 %
	CHERY	224	3,5 %	255	4,0 %	1.128	3,0 %	1.649	4,5 %
	BYD	634	9,8 %	270	4,3 %	1.864	5,0 %	1.572	4,2 %
	ISUZU	155	2,4 %	145	2,3 %	928	2,5 %	1.256	3,4 %
	KIA	289	4,5 %	291	4,6 %	1.320	3,5 %	1.211	3,3 %
	OTHERS	1.805	27,9 %	1.875	29,5 %	12.455	33,1 %	12.424	33,6 %
	Total	6.479	100,0 %	6.352	100,0 %	37.633	100,0 %	37.022	100,0 %
	LIGHT	5.942	91,7 %	5.756	90,6 %	34.104	90,6 %	33.023	89,2 %
	HEAVY	537	8,3 %	596	9,4 %	3.529	9,4 %	3.999	10,8 %
	Total	6.479	100,0 %	6.352	100,0 %	37.633	100,0 %	37.022	100,0 %

Imports data



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



*** Heavy vehicles: Buses, Trucks, Minibuses



ECUADOR

Regional Automotive Market

Vehicle sales per thousand inhabitants*

Nominal GDP per capita (USD)

Source: FMI

2021

2022

2023

2024

2025

6,5

5.979

7,5

6.389

7,3

6.663

6,0

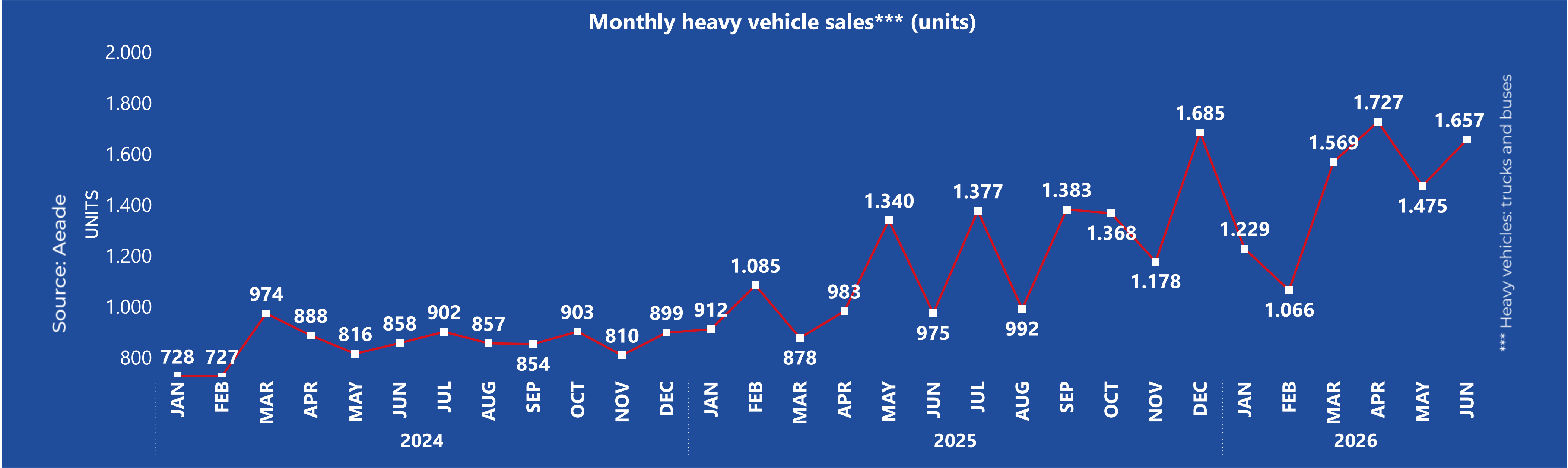
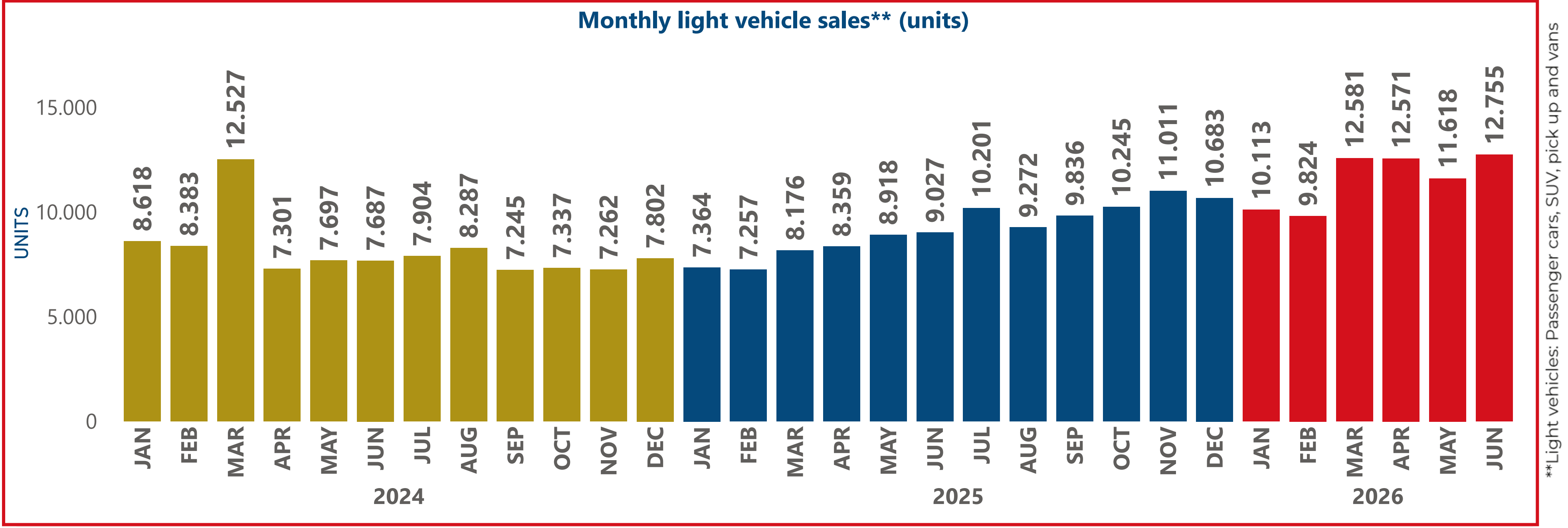
6.758

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, pick up and vans Heavy: Trucks and buses		Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
	Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
	KIA	1.697	17,0 %	2.271	15,8 %	9.067	16,4 %	12.512	16,0 %
	CHEVROLET	1.151	11,5 %	1.609	11,2 %	8.035	14,5 %	9.341	11,9 %
	GWM	482	4,8 %	821	5,7 %	2.817	5,1 %	4.329	5,5 %
	HYUNDAI	579	5,8 %	630	4,4 %	3.317	6,0 %	4.232	5,4 %
	TOYOTA	614	6,1 %	764	5,3 %	2.840	5,1 %	3.808	4,9 %
	CHERY	436	4,4 %	643	4,5 %	2.522	4,6 %	3.785	4,8 %
	DONGFENG	293	2,9 %	533	3,7 %	1.428	2,6 %	2.780	3,6 %
	JAC	345	3,4 %	545	3,8 %	1.613	2,9 %	2.773	3,5 %
	SINOTRUK	196	2,0 %	485	3,4 %	1.372	2,5 %	2.571	3,3 %
	BYD	285	2,8 %	714	5,0 %	1.042	1,9 %	2.490	3,2 %
	OTHERS	3.924	39,2 %	5.397	37,4 %	21.221	38,4 %	29.564	37,8 %
	Total	10.002	100,0 %	14.412	100,0 %	55.274	100,0 %	78.185	100,0 %
	LIGHT	9.027	90,3 %	12.755	88,5 %	49.101	88,8 %	69.462	88,8 %
HEAVY	975	9,7 %	1.657	11,5 %	6.173	11,2 %	8.723	11,2 %	
Total	10.002	100,0 %	14.412	100,0 %	55.274	100,0 %	78.185	100,0 %	





GUATEMALA

Regional Automotive Market



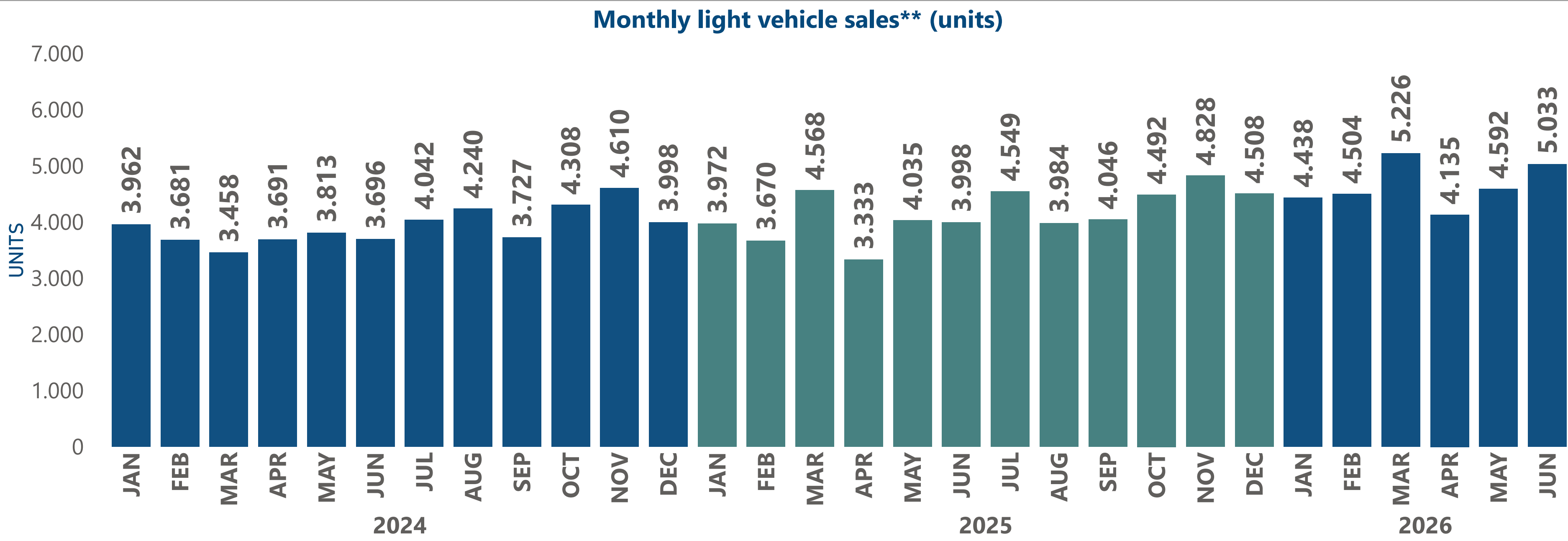
Source: FMI

*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.

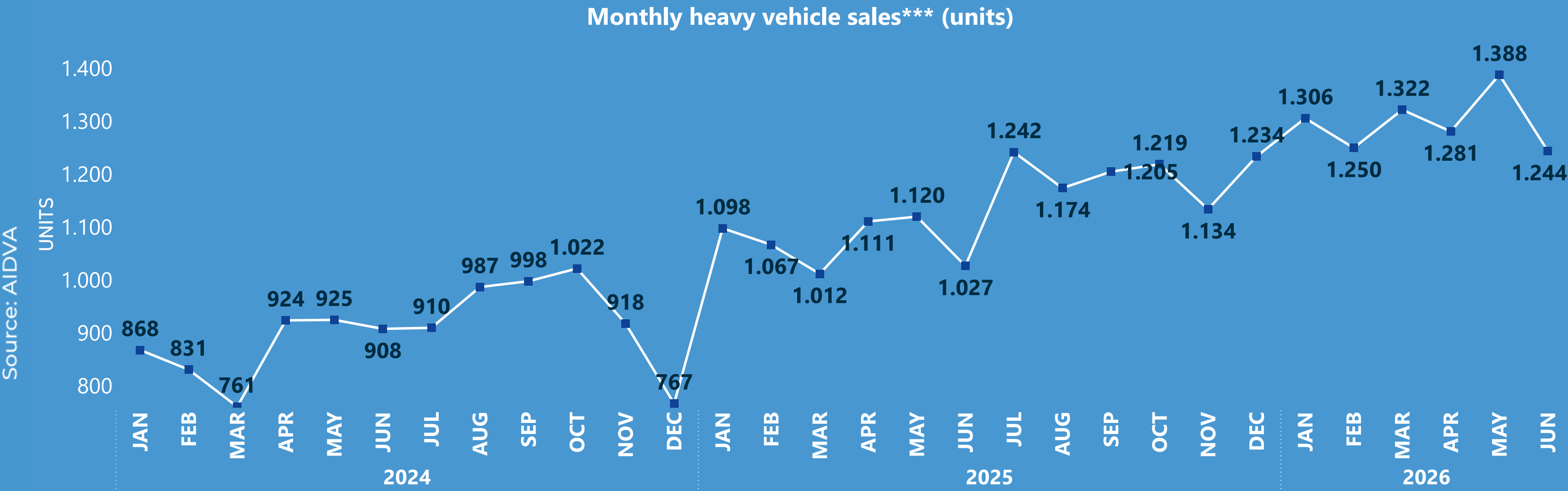
Light: Hatchback, Minivan (up to 8 passengers), Sedan, Pickup truck, Panel van, Minibus (up to 20 passengers), Sport coupe, SUV
Heavy: Truck, Bus (21 passengers or more), Garbage compactor truck, Dump truck, Tractor unit, Tank truck, Fire truck, Concrete mixer truck

	Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	1.469	29,2 %	1.633	26,0 %	7.971	26,6 %	9.163	25,7 %
ISUZU	449	8,9 %	628	10,0 %	2.501	8,3 %	3.673	10,3 %
MITSUBISHI	241	4,8 %	392	6,2 %	1.826	6,1 %	2.283	6,4 %
JAC	235	4,7 %	354	5,6 %	1.639	5,5 %	2.204	6,2 %
SUZUKI	225	4,5 %	332	5,3 %	1.267	4,2 %	1.979	5,5 %
KIA	326	6,5 %	295	4,7 %	1.942	6,5 %	1.863	5,2 %
CHANGAN	220	4,4 %	328	5,2 %	1.466	4,9 %	1.842	5,2 %
HINO	208	4,1 %	251	4,0 %	1.397	4,7 %	1.501	4,2 %
FOTON	201	4,0 %	218	3,5 %	1.047	3,5 %	1.447	4,1 %
VOLKSWAGEN	109	2,2 %	209	3,3 %	1.286	4,3 %	1.020	2,9 %
OTHERS	1.342	26,7 %	1.637	26,1 %	7.669	25,6 %	8.744	24,5 %
Total	5.025	100,0 %	6.277	100,0 %	30.011	100,0 %	35.719	100,0 %
LIGHT	3.998	79,6 %	5.033	80,2 %	23.576	78,6 %	27.928	78,2 %
HEAVY	1.027	20,4 %	1.244	19,8 %	6.435	21,4 %	7.791	21,8 %
Total	5.025	100,0 %	6.277	100,0 %	30.011	100,0 %	35.719	100,0 %

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



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



***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)

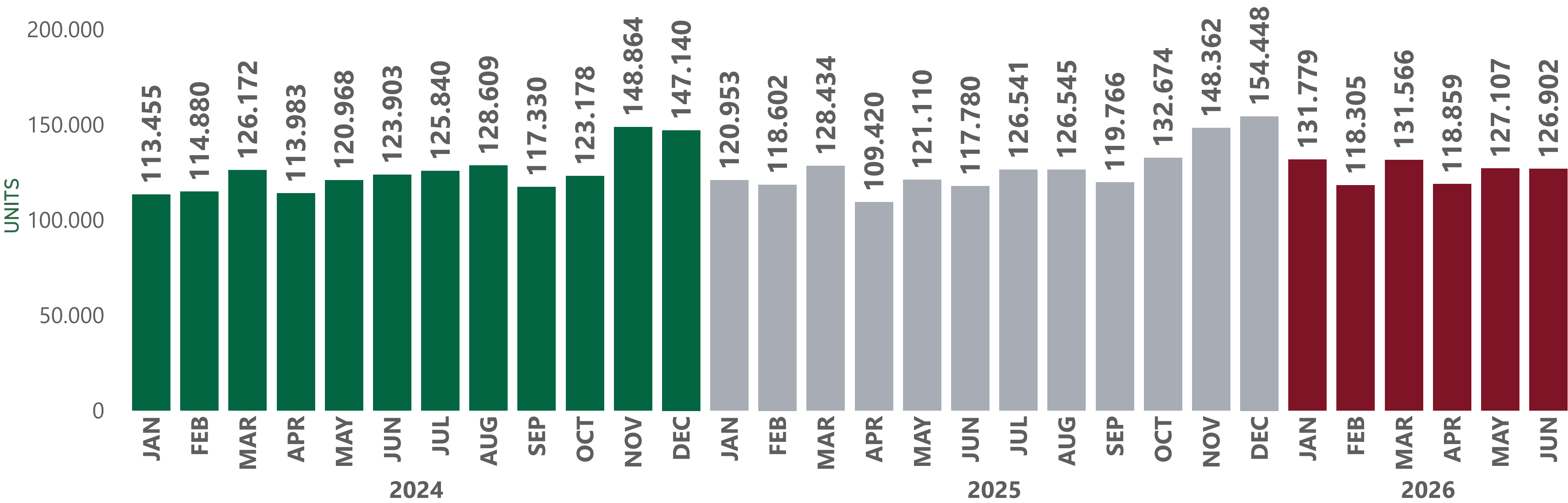
Source: FMI

*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

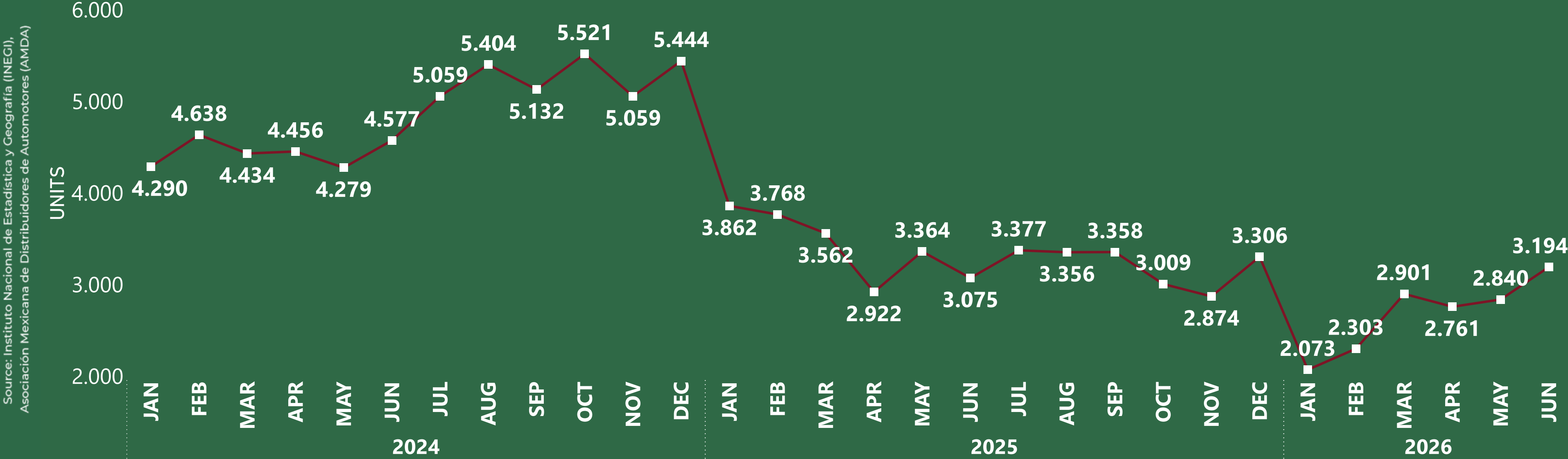
Brand	Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
NISSAN	21.153	17,5 %	19.279	14,8 %	128.283	17,4 %	127.099	16,5 %
CHEVROLET	13.584	11,2 %	14.001	10,8 %	87.715	11,9 %	90.951	11,8 %
VOLKSWAGEN	10.609	8,8 %	11.375	8,7 %	65.595	8,9 %	66.384	8,6 %
TOYOTA	10.162	8,4 %	10.662	8,2 %	60.260	8,2 %	62.129	8,1 %
KIA	9.410	7,8 %	9.506	7,3 %	52.942	7,2 %	54.852	7,1 %
MAZDA	7.126	5,9 %	9.328	7,2 %	49.909	6,8 %	52.010	6,7 %
MG	3.675	3,0 %	4.873	3,7 %	23.240	3,2 %	27.800	3,6 %
HYUNDAI	4.318	3,6 %	4.980	3,8 %	25.239	3,4 %	26.434	3,4 %
FORD	4.497	3,7 %	4.600	3,5 %	25.488	3,5 %	25.019	3,2 %
RAM	3.154	2,6 %	4.101	3,2 %	17.478	2,4 %	24.966	3,2 %
OTHERS	33.167	27,4 %	37.391	28,7 %	200.703	27,2 %	212.946	27,6 %
Total	120.855	100,0 %	130.096	100,0 %	736.852	100,0 %	770.590	100,0 %
LIGHT	117.780	97,5 %	126.902	97,5 %	716.299	97,2 %	754.518	97,9 %
HEAVY	3.075	2,5 %	3.194	2,5 %	20.553	2,8 %	16.072	2,1 %
Total	120.855	100,0 %	130.096	100,0 %	736.852	100,0 %	770.590	100,0 %

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



PANAMA

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

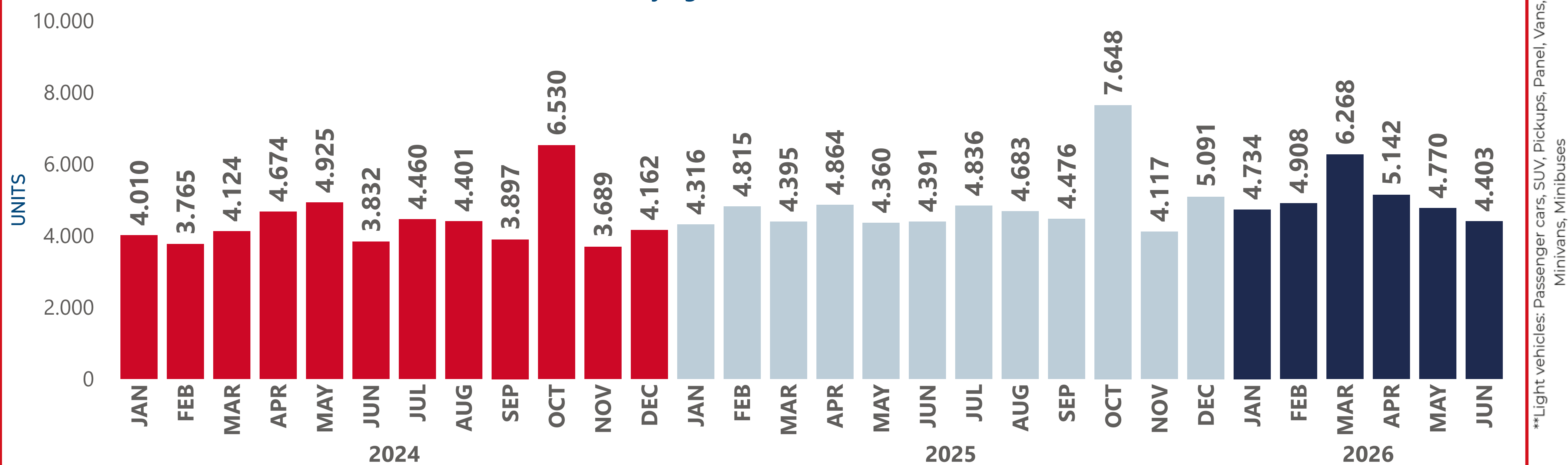
Nominal GDP per capita (USD)

Source: FMI

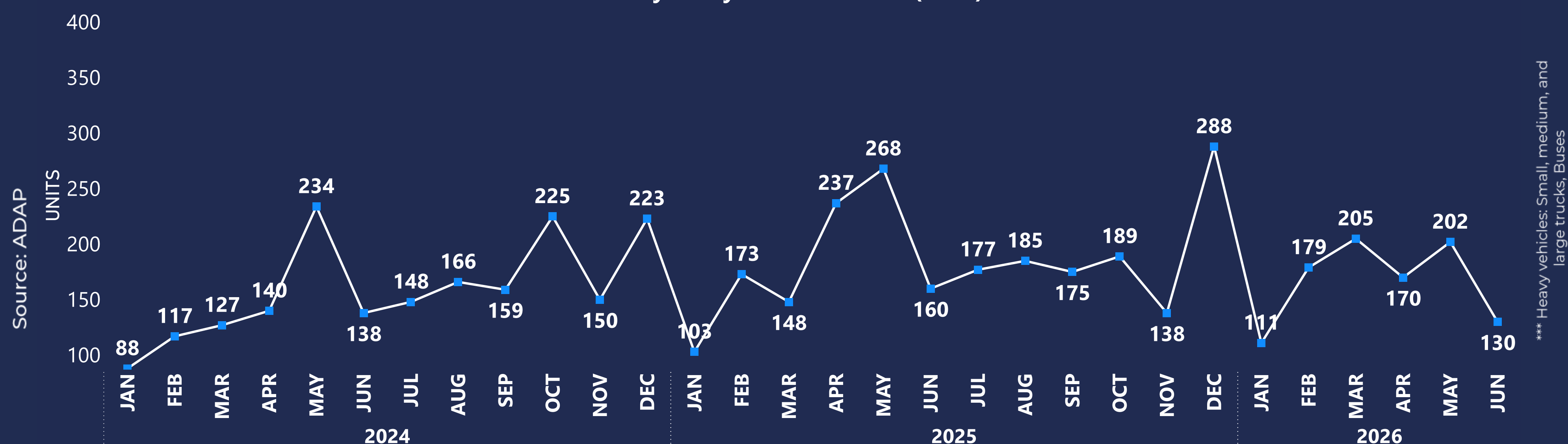
*This indicator reflects the number of new vehicles sold per thousand inhabitants. Its purpose is to measure the relationship between vehicle sales volume—including light and heavy vehicles—and the size of the population.

Light: Passenger cars, SUV, Pickups, Panel, Vans, Minibuses Heavy: Small, medium, and large trucks, Buses		Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
	Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
	TOYOTA	754	20,3 %	781	16,9 %	5.786	21,3 %	5.633	18,2 %
	HYUNDAI	587	12,9 %	567	11,9 %	3.503	12,3 %	3.849	12,3 %
	KIA	571	9,4 %	450	12,4 %	3.570	12,7 %	3.669	12,1 %
	SUZUKI	257	4,6 %	219	4,9 %	1.436	5,0 %	1.541	5,0 %
	GEELY	227	5,2 %	235	4,6 %	1.435	5,1 %	1.532	4,9 %
	JETOUR	112	3,7 %	159	4,3 %	901	3,3 %	1.310	4,3 %
	CHANGAN	182	2,4 %	178	4,9 %	837	2,8 %	1.212	3,9 %
	MITSUBISHI	184	4,0 %	105	3,8 %	1.004	3,5 %	1.051	3,5 %
	ISUZU	133	3,8 %	133	4,0 %	759	2,6 %	924	3,0 %
	NISSAN	154	3,5 %	138	2,8 %	1.009	3,6 %	843	2,6 %
	OTROS	1.390	30,3 %	1.568	29,5 %	7.990	27,9 %	9.658	30,3 %
	Total	4.551	100,0 %	4.533	100,0 %	28.230	100,0 %	31.222	100,0 %
	LIGHT	4.391	94,2 %	4.403	95,9 %	27.141	96,1 %	30.225	96,8 %
HEAVY	160	5,8 %	130	4,1 %	1.089	3,9 %	997	3,2 %	
Total	4.551	100,0 %	4.533	100,0 %	28.230	100,0 %	31.222	100,0 %	

Monthly light vehicle sales** (units)



Monthly heavy vehicle sales*** (units)



Registro Único de Vehículos Motorizados de la ATTT



Asociación de Distribuidores de Automóviles de Panamá (ADAP)

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)

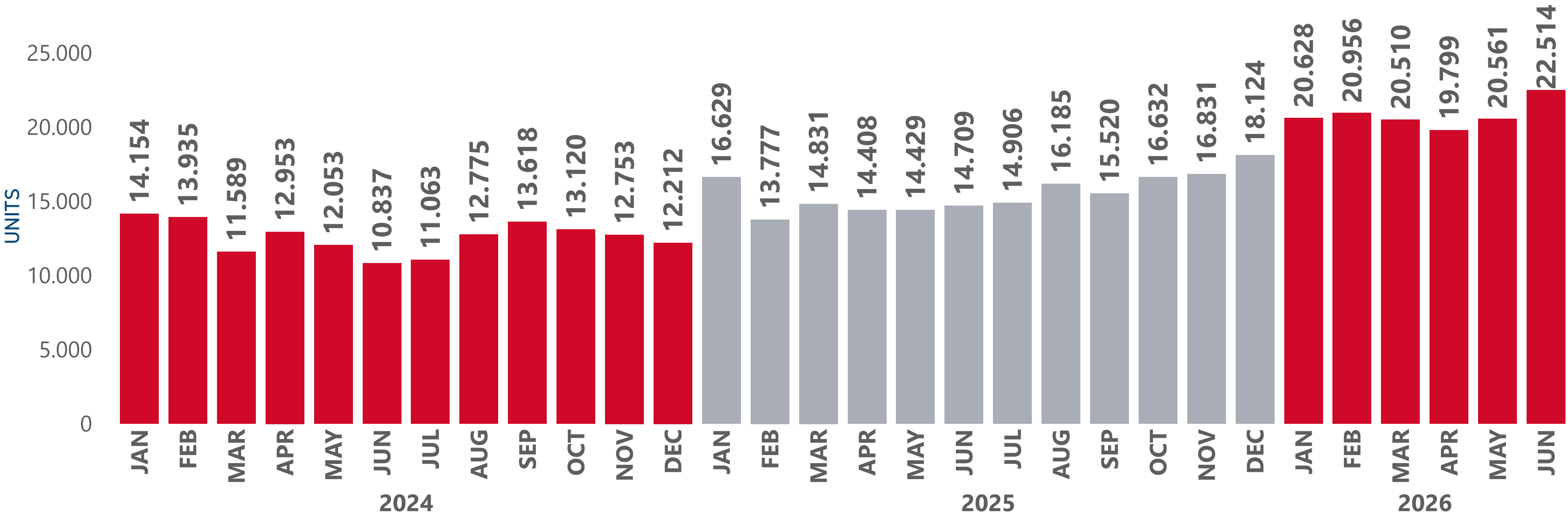
Source: FMI

*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

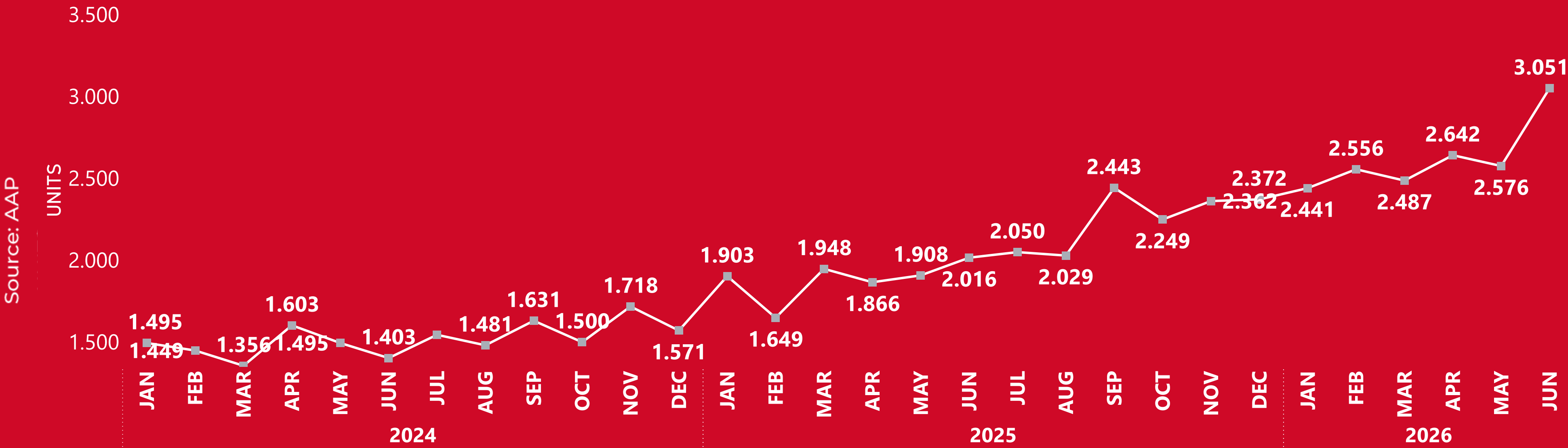
Brand	Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
TOYOTA	2.960	17,7 %	4.103	16,0 %	18.144	18,1 %	22.690	16,1 %
KIA	1.472	8,8 %	2.167	8,5 %	8.281	8,3 %	11.762	8,4 %
HYUNDAI	1.280	7,7 %	2.006	7,8 %	8.453	8,4 %	11.636	8,3 %
CHANGAN	974	5,8 %	1.562	6,1 %	5.316	5,3 %	8.402	6,0 %
JETOUR	600	3,6 %	1.594	6,2 %	3.034	3,0 %	7.424	5,3 %
JAC	724	4,3 %	1.069	4,2 %	3.842	3,8 %	5.948	4,2 %
CHEVROLET	670	4,0 %	1.013	4,0 %	4.643	4,6 %	5.875	4,2 %
GEELY	538	3,2 %	1.022	4,0 %	2.573	2,6 %	5.420	3,9 %
FORD	491	2,9 %	1.024	4,0 %	3.355	3,4 %	5.347	3,8 %
CHERY	388	2,3 %	854	3,3 %	2.134	2,1 %	4.522	3,2 %
OTHERS	6.628	39,6 %	9.151	35,8 %	40.298	40,3 %	51.695	36,7 %
Total	16.725	100,0 %	25.565	100,0 %	100.073	100,0 %	140.721	100,0 %
LIGHT	14.709	87,9 %	22.514	88,1 %	88.783	88,7 %	124.968	88,8 %
HEAVY	2.016	12,1 %	3.051	11,9 %	11.290	11,3 %	15.753	11,2 %
Total	16.725	100,0 %	25.565	100,0 %	100.073	100,0 %	140.721	100,0 %

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



URUGUAY

Regional Automotive Market

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

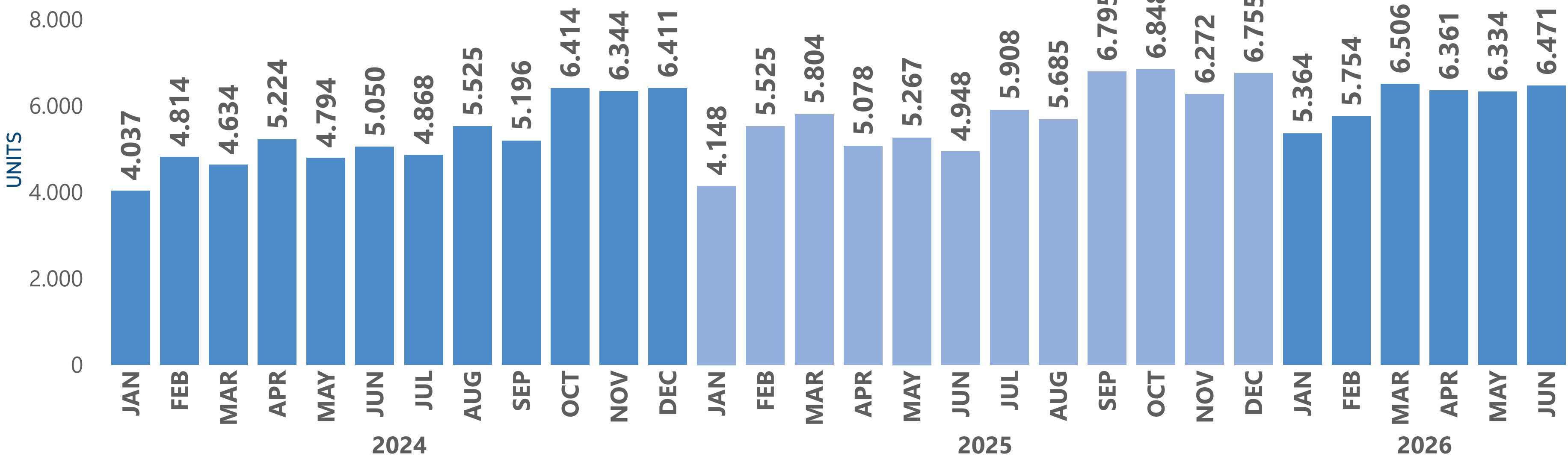
Nominal GDP per capita (USD)
Source: FMI

*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

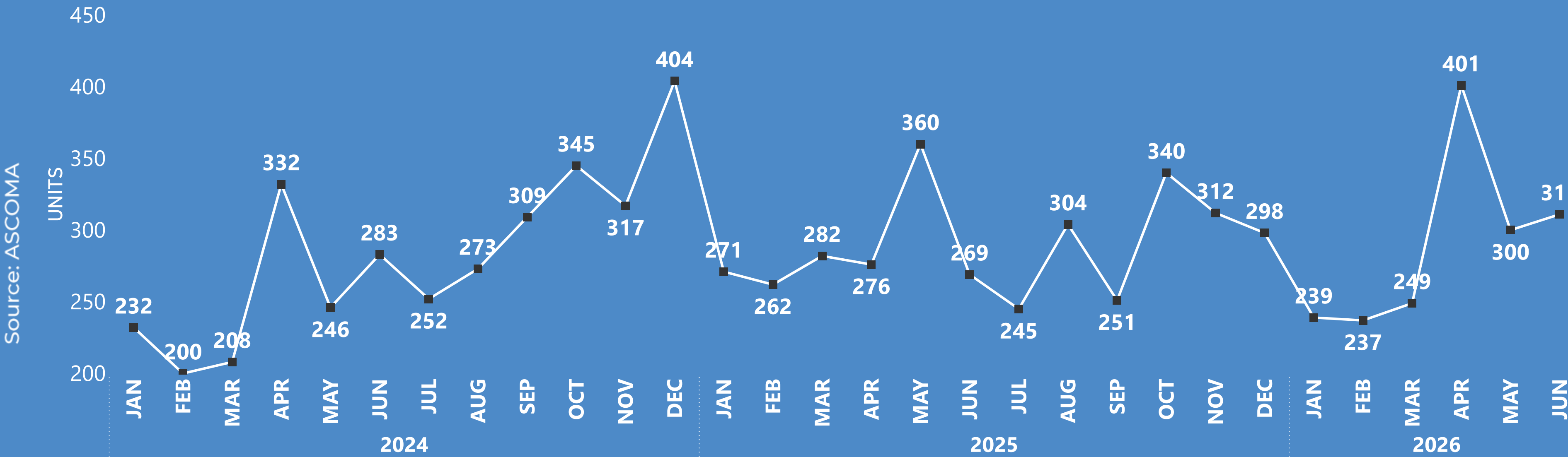
	Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
BYD	451	8,6 %	710	10,5 %	2.831	8,7 %	4.451	11,6 %
FIAT	801	15,4 %	630	9,3 %	4.866	15,0 %	3.744	9,7 %
CHEVROLET	473	9,1 %	717	10,6 %	3.074	9,5 %	3.267	8,5 %
RENAULT	580	11,1 %	500	7,4 %	2.888	8,9 %	2.643	6,9 %
VOLKSWAGEN	452	8,7 %	342	5,0 %	2.851	8,8 %	2.533	6,6 %
SUZUKI	96	1,8 %	370	5,5 %	1.587	4,9 %	2.417	6,3 %
HYUNDAI	276	5,3 %	220	3,2 %	2.299	7,1 %	1.669	4,3 %
GEELY	62	1,2 %	380	5,6 %	398	1,2 %	1.561	4,1 %
DONGFENG	139	2,7 %	147	2,2 %	660	2,0 %	1.542	4,0 %
TOYOTA	131	2,5 %	257	3,8 %	813	2,5 %	1.123	2,9 %
OTHERS	1.756	33,7 %	2.509	37,0 %	10.223	31,5 %	13.577	35,2 %
Total	5.217	100,0 %	6.782	100,0 %	32.490	100,0 %	38.527	100,0 %
LIGHT	4.948	94,8 %	6.471	95,4 %	30.770	94,7 %	36.790	95,5 %
HEAVY	269	5,2 %	311	4,6 %	1.720	5,3 %	1.737	4,5 %
Total	5.217	100,0 %	6.782	100,0 %	32.490	100,0 %	38.527	100,0 %

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



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)

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.

		Sales by brand (June 2025)		Sales by brand (June 2026)		Accumulated sales by brand (Jan-June 2025)		Accumulated sales by brand (Jan-June 2026)	
Passenger: SUV and passenger cars Commercial: Minibus, trucks, pick up, tractor trucks and vans	Brand	Quantity	Market share	Quantity	Market share	Quantity	Market share	Quantity	Market share
	JAC	1.091	39,1 %	2.078	42,7 %	5.493	36,4 %	10.704	42,5 %
	TOYOTA	966	34,6 %	1.096	22,5 %	5.791	38,4 %	6.597	26,2 %
	CHANGAN	130	4,7 %	340	7,0 %	931	6,2 %	1.615	6,4 %
	FORD	103	3,7 %	245	5,0 %	445	2,9 %	1.062	4,2 %
	FIAT	105	3,8 %	206	4,2 %	617	4,1 %	990	3,9 %
	MMC	104	3,7 %	135	2,8 %	359	2,4 %	835	3,3 %
	FOTON	76	2,7 %	170	3,5 %	415	2,7 %	789	3,1 %
	KIA	60	2,2 %	120	2,5 %	354	2,3 %	618	2,5 %
	MACK	0	0,0 %	166	3,4 %	0	0,0 %	551	2,2 %
	HONDA			112	2,3 %	0	0,0 %	444	1,8 %
	OTHERS	154	5,5 %	204	4,2 %	690	4,6 %	968	3,8 %
	Total	2.789	100,0 %	4.872	100,0 %	15.095	100,0 %	25.173	100,0 %
	PASSENGERS	1.954	70,1 %	3.197	65,6 %	10.708	70,9 %	17.850	70,9 %
	COMMERCIAL	835	29,9 %	1.675	34,4 %	4.387	29,1 %	7.323	29,1 %
	Total	2.789	100,0 %	4.872	100,0 %	15.095	100,0 %	25.173	100,0 %

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

Monthly passenger vehicles sales** (units)

Month	Units
JAN 2024	542
FEB 2024	590
MAR 2024	661
APR 2024	948
MAY 2024	865
JUN 2024	860
JUL 2024	871
AUG 2024	991
SEP 2024	1.023
OCT 2024	1.318
NOV 2024	1.437
DEC 2024	1.416
JAN 2025	963
FEB 2025	1.493
MAR 2025	2.043
APR 2025	2.068
MAY 2025	2.187
JUN 2025	1.954
JUL 2025	2.299
AUG 2025	2.108
SEP 2025	2.803
OCT 2025	3.144
NOV 2025	3.285
DEC 2025	3.185
JAN 2026	2.346
FEB 2026	2.519
MAR 2026	3.041
APR 2026	3.140
MAY 2026	3.607
JUN 2026	3.197

**Passenger: SUV and passenger cars

Monthly commercial vehicles sales*** (units)

Month	Units
JAN 2024	287
FEB 2024	374
MAR 2024	364
APR 2024	559
MAY 2024	508
JUN 2024	533
JUL 2024	568
AUG 2024	600
SEP 2024	627
OCT 2024	510
NOV 2024	544
DEC 2024	562
JAN 2025	378
FEB 2025	558
MAR 2025	1.012
APR 2025	851
MAY 2025	753
JUN 2025	835
JUL 2025	876
AUG 2025	882
SEP 2025	994
OCT 2025	1.198
NOV 2025	1.461
DEC 2025	1.280
JAN 2026	1.124
FEB 2026	1.008
MAR 2026	1.218
APR 2026	1.040
MAY 2026	1.258
JUN 2026	1.675

Commercial: Minibus, trucks, pick up, tractor trucks and vans

Cámara Automotriz de Venezuela (CAVENEZ)



ALADDA

Asociación Latinoamericana de
Distribuidores de Automotores



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